

SHOW

A National Newspaper for Every Division of the Industry

EXTRA

# Automotive Daily News

PASSENGER

TRUCK

TIRES

TRACTOR

ACCESSORIES

Vol. 2. No. 110. Copyright, 1926, by Automotive Daily News Publishing Corporation

NEW YORK, TUESDAY, FEBRUARY 2, 1926

Entered as second-class matter Aug. 27, 1925, Post Office, N. Y., N. Y., under Act of March 3, 1879.

10 Cents, \$12 Per Year

## Ninth Annual N. A. D. A. Sessions Under Way

### SEC. HOOVER AND SHALLENBERGER IN TILT ON RUBBER

Nebraskan Challenges Figures and Submits His Own

Special from A. D. N. Washington Bureau  
WASHINGTON, Feb. 1.—Coincident with the raising of the British permissible export of rubber under the Stephenson scheme to 100 per cent., correspondence in the Hoover-Shallenberger controversy over the price of crude rubber became public today.

The British rubber monopoly will cost the American people \$600,000,000 annually, Secretary Hoover reiterated in a letter to Representative A. C. Shallenberger, Democrat, of Nebraska, author of a House resolution asking the Federal Trade Commission, to investigate alleged price fixing of tires.

Shallenberger who challenged the Hoover figures said the crude rubber price had not reached \$1 a pound to American consumers, although Hoover has quoted the price at \$1.10.

In his letter to the Nebraska congressman Secretary Hoover said in part:—

"The actual prices of rubber are a matter of public record and, of course, you cannot be correctly quoted in stating that the price has never gone to \$1. If you will consult the press you will find that the price has on many occasions passed the dollar mark during the last six months. The fair price declared by representatives of the British rubber committee was 36 cents. It was maintained until about March a year ago, since which time the price of rubber has steadily ascended, and it is precisely this boost which is the whole basis of this discussion a lift in price so enormous as to mount to as much as 300 per cent. over the supposed fair price and 600 per cent. above the cost of production."

The reply of Representative Shallenberger, in part says:—

"The actual amount paid by American importers for rubber for the eleven months of 1925 was only \$364,000,000 for 798,000,000 pounds of rubber. This is about one-third of the amount you estimate as the cost for 1926."

"The average price actually paid by the rubber importers for 1925, as shown by Department of Commerce reports, was less than 50 cents per pound. The prices you quote of \$1.10 or \$1.21 per pound are speculators' prices, and were not paid by American tire makers."

At the N. A. D. A. Chicago Convention—

By Kessler



### PREDICT RISE IN TIRE PRODUCTION

Indications Point to New Records in Next 6 Months

Akron, O., Feb. 1.—The first six months of 1926 at least will see new high production records in the tire industry, from all present indications. An exceptionally high production of automobiles last year and prospective new sales and production records in 1926 are responsible.

To date there have been but three weeks in which the salesmen have been out, yet tire manufacturers predict a rush of orders for spring delivery. In spite of the spring dating agreement, which held good up to January 1, the Akron rubber plants have been running at practically full capacity for several weeks, although this agreement held back a considerable number of orders, sales managers of the different tire manufacturers say.

The heads of the factories here report that inventories of raw material is being maintained at about

### Fisher Body Plant at Lansing \$2,000 Fire

Lansing, Mich., Feb. 1.—Damage estimated at \$2,000 was caused by fire Sunday night at Fisher Body Company plant here. Spontaneous combustion in bales of cushion padding caused the blaze. City and Olds Motor Works fire fighters fought the flames and prevented damage to the building.

### REMY EXECUTIVES HOLD GET-TOGETHER PARTY

Chicago, Ill., Feb. 1.—Sixty-seven executives from the Anderson factory of the Remy Electric Company and dealers from this city had a get-together party here today at the Congress Hotel.

The entire meeting was informal. In the evening the entire party were the guests of the company at a theater. Immediately after, the meeting disbanded and all except the salesmen, who are staying for the Auto show, returned to their work.

The average, and, while large mounts of rubber have been imported, January inventories in stocks of finished products are only large enough to meet immediate deliveries.

### CROWDS AT SHOW ON PACIFIC COAST

Heavy Rains Aid Business Prosperity; Motive Trade Jubilant

San Francisco, Feb. 1.—Heavy rains on Saturday and Sunday, which gladdened the hearts of ranchers and fruit growers, and thereby improved the general business outlook, failed to dampen the ardor of motor fans on the opening days of the Pacific coast shows.

Despite the bad storm, all attendance records were broken. Aisles and booths were thronged on both opening days with thousands from all the Pacific Coast region, eager to see the 1926 models which are on display.

The auditorium, a great exposition building and civic center, provides 80,000 square feet of exhibition space. It houses exhibits of thirty passenger car makes displayed at the New York show. The big hits of the event there are attracting the same conspicuous attention here.

### DIRECTORS MEET IN THE MORNING, ELECTIONS TODAY

General Convention Will Also Start Today

CHICAGO, Feb. 1.—The ninth annual convention of the National Automobile Dealers' Association opened its four-day session here this morning with a directors' business meeting.

No convention session was scheduled for today, but the directors, gathering in the La Salle Hotel, where most of the N. A. D. A. meetings will be held, will have the most important problems to cope with this organization has ever faced, according to Lynn M. Shaw, assistant general manager of the organization.

The meeting will be a formal one, in accordance with the laws of Illinois in regard to corporations holding at least one formal business session a year.

The session was the last for the directors as a group, new elections being held tomorrow. Another directors meeting of the new officers will be held Thursday.

Tomorrow the general convention will be called to order at 2 o'clock by Charles E. Gambill of this city, national president. Following his speech of welcome to the members, James H. Collins, research director of the Chilton Glass Journal Company, will address the meeting on "Where Are Your Profits for 1926?"

The only other speaker at the afternoon session before the election of officers will be Harry M. Fancher, a public accountant connected with the firm handling the N. A. D. A. books. His subject will be "Fix Your Own 1926 Profit Goal."

The banquet will be held that evening, followed by a presentation of new officers, introduction of industrial leaders, and two more talks, one humorous.

### SEES BIG STUTZ TRADE FROM CHICAGO SHOW

Chicago, Ill., Feb. 1.—F. E. Moskovics, president of the Stutz motor Company says that he looks for double the business at Chicago than was done at New York.

"I am basing my statement on what has already been accomplished," said Mr. Moskovics. "The organization of F. D. Cerf, president of the Stutz Chicago factory branch, Incorporated, sold twenty-nine cars Saturday and Sunday and we look for even better things while the show is on."

J. T. Leimert, formerly associated with Mr. Cerf, has opened a Stutz outlet at 5500 Broadway, and will handle the Evanston territory.

## TIRE ASSN. MEN HOLD SESSIONS

Steps in Event of Rubber Shortage Taken Up by Dealers

CHICAGO, Ill., Feb. 1.—A discussion of methods to be adopted in the event of a crude rubber shortage formed one of the principal items of business to be conducted by the directors of the Automobile Tire Dealers' Association, which opened in the Drake Hotel here this afternoon.

The discussion hinged on plans to affect a remedy in the event of a shortage in raw material.

Some time during the two-day meeting a resolution will be drawn up and forwarded to the Department of Commerce at Washington, outlining views of the Association on this question. The directors hope that the policy of the department will be formulated with this recommendation in hand.

Herbert Ruhnke of Milwaukee, president of the association, was in the chair. Directors in attendance included: H. V. Eva, of Duluth, vice-president; George J. Burger, New York, secretary-treasurer; A. E. Roderick, Akron, O.; Victor Shaw, Charlotte, N. C.; A. P. Woehrle, St. Louis; A. M. O'Leary, Chicago; A. L. Glick, Pittsburgh, and S. B. Harper, of Fort Smith, Ark.

Directors declare that the tire dealers' inventories as of January 1 will show a considerable increase over government figures of October, 1925, a fact which they attribute to the mounting prices of crude rubber as reflected in the finished product.

## PONTIAC-OAKLAND DEALERS MEET

### Sales Program Outlined at Luncheon

Chicago, Feb. 1.—Pontiac and Oakland dealers to the number of close to 750 met at luncheon in the Blackstone Hotel today in a setting that was strongly suggestive of the Indian motif that characterizes the Pontiac advertising campaign.

Among the principal dealers present were P. L. Knoedler, president Community Motors, Inc., Chicago, distributor of Pontiac and Oakland, and H. A. Wehmeyer, general manager of the same company. The organization has twenty-five associate dealers in Cook county.

Those present heard a diversified program of vaudeville and music and saw movies of the cars and the various branches at which they are sold. A. R. Glancy, president and general manager of the Oakland Motor Car Company, told the dealers something of the company's future plans and congratulated them on the future program as looking to their greater prosperity.

C. W. Matheson, vice-president in charge of sales, told them that the factory would make all the cars they wanted, up to 100,000 Pontiacs and 60,000 Oaklands.

At the speaker's table, besides Mr. Glancy and Mr. Matheson, were W. R. Tracy, assistant sales manager; Tom Mair, divisional controller; R. A. Armstrong, service division; Waldo E. Fellows, advertising manager; B. H. Anibal, chief engineer; F. M. Holden, assistant chief engineer; W. L. Miller, body engineer; Hermann Schwarze, electrical engineer; Hugh Higginbottom, director field operations; W. M. Chamberlain, director sales development; Charles Moton, director field accounting.

## Chicago Show Events

### FEBRUARY 1-3

Feb. 1 to 3—Eighth annual convention of the National Automobile Dealers' Association, Hotel La Salle.

### FEBRUARY 2

Annual banquet of the National Automobile Dealers' Association, Hotel La Salle.

Luncheon of the Flint Motor Company, Gold Room, Congress Hotel.

Annual luncheon Willys-Overland Company, La Salle Hotel.

Luncheon Wills Sainte Claire Company, Drake Hotel.

Overland Motor Company meeting for dealers and all employees at La Salle Hotel, followed by luncheon. Mr. Willys and Mr. Pebe are expected to address the meeting.

Wills Ste. Claire, all dealers at a luncheon at the Drake Hotel. C. H. Wills and A. H. Moorman, vice-presidents, will be among those talking.

Banquet Oakland Motor Car Company, Blackstone Hotel.

### FEBRUARY 3

Chicago Nash Company meeting at the Congress Hotel.

Franklin-Butler Motors, a luncheon at the Drake Hotel for all Franklin workers.

Hudson Motor Company dealers' meeting at the Rainbow Gardens for Illinois distributors.

Nash Sales Company luncheon for dealers at the Congress Hotel for those from the Midwest. Speakers will all be factory men.

Pierce-Arrow Sales Corporation—the party is putting on a luncheon at the Drake Hotel. All dealers in the company are invited. Many Easterners are expected.

Stutz Chicago Company luncheon, Metropole Hotel. Dealers from Chicago territory and some Midwesterners. Addressing the luncheon will be F. E. Moskovics, president; Col. E. S. Gorrell, vice-president; Bert Bingle, service manager; Charles Crawford, chief engineer, and J. D. Struckzel, Joliet (Ill.) dealer.

Third-Sixty Company factory and Western dealers' banquet at the Blackstone Hotel. Speakers will include H. M. Jewett, H. K. Krohn, vice-president of the Paige Detroit Company; W. K. Turner, advertising manager; William Elliott, distribution manager; C. G. Gaunt, sales manager, and G. Clarke Mather, chief engineer. Preceding the banquet will be a sales conference, starting at 2 p. m., at the Lexington Hotel.

Franklin-Butler Motors banquet at the Palmer House for Midwestern distributors. No speakers yet scheduled, but all factory executives are expected.

Annual banquet of the Paige-Detroit Motor Car Company.

Annual banquet Olds Motor Works, La Salle Hotel.

Annual banquet of the Five Hundred Club (formerly Old Timers' Club), Gold Room, Congress Hotel.

## STEPHENSON PLAN LOSING FAVOR

### British Growers Seeking More Satisfactory System

LONDON, Feb. 1.—British growers and dealers confronted with a falling rubber market are beginning to find that the Stephenson scheme is not the last word in regulation and are discussing possibilities of a producers' marketing organization outside of the government which will permit them to carry rubber and bargain with consumers in America.

James Davenport, a director in eleven rubber companies, in an open letter says: "The industry wants stability for producer and consumer. I suggest close co-operation between producers. We should finance stocks and have co-operative holdings up of stock."

This renews interest in unpublished report of Rubber Growers' Association of 1924, in which co-operation was recommended. Colonial office is not likely to make statement on further restriction policy before a few months have passed, when it will be possible to judge better the general position.

Most prosperous estates expect another rise in commodity price and are carrying stocks in preference to selling now. Leading British expert says he estimates American manufacturers' stocks are only sufficient for a fortnight and expects renewed buying soon.

## R. R. Shipments in Detroit Dist. High

Special from A. D. N. Detroit Bureau  
Detroit, Feb. 1.—Pere Marquette

Railway traffic department anticipates an exceptional month of business for the varied industries for February. All industrial plants in this section are going strong at present.

For the week ended January 23, the outbound movements in this section show an increase of 81 per cent., while the inbound increases almost 25 per cent. The aggregate for the year 1925, in and outbound, was 31 per cent. better than for 1924.

Flint territory is showing heavy shipments and Lansing territory shows a better outlook than for several months.

### ANNUM OPTIMISTIC ON YEAR'S PROSPECT

Chicago, Feb. 1.—George H. Hannum, president of the Hannum Manufacturing Company, maker of steering gears at Milwaukee, is another optimist on the business that will be done at Chicago.

"We expect to double our New York sales here," he said. "We have got well organized at the factory, with about 75,000 square feet of floor space and a four-acre tract of land for the plant. Our stakes are set for 1,200 units every nine hours, and we shall be in production by February 15, working up to that figure by the late fall."

### 65 CARS DESTROYED IN \$115,000 GARAGE FIRE

East Liverpool, O., Feb. 1.—Loss of \$115,000 was suffered when E. L. Bradfield & Son's garage was razed by fire yesterday. Sixty-five automobiles, of which forty were new cars, were burned.

Clark Bradfield, manager of the concern, today could not fix the origin of the blaze. The company was housed in a modern two-story brick structure. The firm handled Willys and Overland cars.

## NEW REMY PLANT IS DEDICATED

### Prominent Auto Men Attend Ceremonies Thursday

Anderson, Ind., Feb. 1.—Prominent automotive officials were among the more than 5,000 persons who thronged the Remy Plant No. 4 for the dedication of the new building Thursday night.

Among those present were Alfred P. Sloan, Jr., president of General Motors; A. R. Glancy, general manager Oakland; Fred Fisher, vice-president General Motors; John L. Pratt, vice-president of General Motors in charge of accessories division; William Siller, of Turnstedt Manufacturing Company; John D. Mooney, former general manager of the Remy Company and now head of General Motors export division; T. B. Fordham and M. M. Roberts, of the Delco-Light Company, Dayton, O.; R. K. Evans and M. F. Lawrence, of General Motors export division; Gray Bernard, Frank Sanders, Earl Eby and J. J. Carter, of the Olds Motor Works, and J. B. Remy.

Brief addresses were given by Mr. Sloan, Irving J. Reuter, general manager of the Olds Motor Works; Mr. Pratt, C. E. Wilson, Remy general manager, and others.

The new Remy plant is to be used for the production of generators. The building has 104,000 square feet of manufacturing space.

### SASSCER NOW SALES SPECIALIST FOR PEERLESS

Cleveland, Ohio, Feb. 1.—L. D. Sasscer, branch manager for the Peerless Motor Car Corporation at Kansas City, has been promoted to sales specialist at the home office of the Peerless Motor Car Corporation, according to an announcement made by the company. He succeeds Walter Zimmerman, recently named as manager of the export department of the Peerless Motor Car Corporation.

### HUPP OFFICIALS AT SHOW HOLD DAILY 'ROUND TABLE'

Chicago, Feb. 1.—The Hupp Motor Car Company will hold an informal "round table" meeting every day during show week at 1 p. m. in the Blackstone, where headquarters have been established. There will be about thirty at these meetings, following a custom established by the factory. About fifteen executives from Detroit will be in Chicago while the show is on.

## OLD TIMERS TO ENJOY FROLIC

### Annual Dinner of 500 Club Tomorrow Night

Chicago, Feb. 1.—What promises to be the most important and biggest annual dinner and frolic of the 500 Club, formerly the Old Timers, will be held in the Gold Room of the Congress Hotel Wednesday evening at 7 o'clock.

The membership of this club is made up of men who have been in the automotive industry ten years or longer. The club is also limited to 500 members.

A unique feature of this annual dinner is a hard and fast rule prohibiting speeches despite the fact that the club numbers among its members some of the best after-dinner talkers in the industry, such men as Harry Branstetter, William Morris, Albert Champion, Eddie Rickenbacker, William Houghson, Lloyd Maxwell, James McDuffee and Harry Bassett. But these silver-tongued orators must remain silent Wednesday night according to Vincent Bendix, president of the club.

"This year," says Mr. Bendix, "we are putting on the best dinner and entertainment the club has ever had, and that is saying a whole lot when you recall the great times of other years. We'll have at least fourteen acts selected from the best current performances in Chicago theaters. We expect to make this frolic a fitting celebration for the most wonderful year in the history of the automotive industry."

### COLORADO FORD DEALERS HAVE CONFERENCE

Denver, Colo., Feb. 1.—S. A. Stellwagen of Minneapolis, district supervisor for the Ford Motor Company, was at the three day conference with Colorado Ford officials and dealers in the local Ford assembling plant last week at which officers of the plant, department heads and members of the sales force were present. He was the guest of honor at a dinner given at the Shirley-Savoy hotel. Dealers from Denver, Colorado Springs and Pueblo were present.

### CANADA'S BIGGEST TAXI CONCERN IN MERGER

Montreal, Feb. 1.—The amalgamation is announced of Canada's largest taxicab concerns, the Yellow Cab Company of Montreal Ltd., and the Kenneby Taxis, Ltd.

EVERY  
2 1/4  
SECONDS

someone  
buys a

DUNLOP TIRE

TO DEALERS  
Your protected Dunlop  
territory may still be  
open. Write today.  
DUNLOP TIRE & RUBBER CO.  
Buffalo, N. Y.

## Improvement Is Seen In Body Construction

CHICAGO, Feb. 1.—Close inspection of the show cars reveals that the factory designers have given a large part of their attention during the past year to improving and changing body construction. New major trends are observable and many minor refinements have been instituted.

The broadest body trend, of course, is towards the closed body and away from the touring car. Of the cars on view, the overwhelming preponderance are closed jobs. Some manufacturers have no open models at all in their lines; a great many are not displaying open models.

Such touring cars as are shown are chiefly of the ultra-sport type, with custom bodies and special accoutrements. Examples of these are seen in the Cadillac and Packard booths.

Another broad trend is seen in the almost over-night return to popularity of the roadster body. Flashy sport cars of this type are seen on every hand at the Coliseum. They are highly colored, brightly nickelated, and carry a wealth of special equipment, such as windshield wings, spot lights, bumpers, Moto-Meters, scuff plates, and other dressy items.

From present indications it looks as if the major production jobs of the immediate future would be closed cars and roadsters, with the touring car gradually being relegated to the status of a custom model, at a considerably higher price.

Considering closed bodies, we see a number of clearly-defined trends. The first is in the direction of lower, smarter lines. The bodies have been brought nearer the ground by lowering the mounting in the frame, using flatter springs, and increasing the drop of the frame side members. One maker, Stutz, has, by the adoption of a worm-drive axle, lowered bodies five inches without sacrificing road clearance or head room.

Bodies themselves, in many cases, have been made lower from floor to roof. To compensate for the loss of head room, the seats have been lowered or their tilt increased.

All-steel body construction has gained a number of important recruits during the past year. Jordan adopted steel bodies some time ago; Jewett and Paige, in their new models, have gone to closed bodies of this type. Dodge is an extensive user of steel.

Advantages of steel construction are greater lightness and strength, more compactness, and narrow

(Continued on Page 26).

## Moon-Diana Men at Chicago Luncheon

Chicago, Feb. 1.—The Moon Company's luncheon for Moon and Diana distributors was held in the Red Lacquer room of the Palmer House at noon today. Stewart MacDonald presided. At the speakers' table were C. W. Burst, vice-president; F. E. Walsh, Chicago branch manager; F. H. Rengers, sales manager; George H. Hublin, chief engineer; W. R. Brashear, O. A. Life and E. R. Hunnewell, recently appointed Eastern sales manager.

## CHEVROLET BROTHERS BUY NEW BUILDING

Indianapolis, Ind., Feb. 1.—President Arthur Chevrolet of the Chevrolet Brothers Manufacturing Company and his brother, Louis, who is vice-president of the same company, have purchased the building which it has been occupying at Fayette and 10th Streets for \$100,000. The company has been successful in establishing a wide market for the "Fronty" head racing cars, which have performed in the last few years on the Indianapolis Speedway.

The company plans to increase production during the coming year by enlargement of the plant and installation of more machinery. Foreign markets have been established, notably in South America, England, France, Spain, Italy and Japan.

## ENGINEERS TO MEET IN DETROIT

### Conference Sponsored By Leading Engineering Societies

Special from A. D. N. Detroit Bureau

Detroit, Feb. 1.—A conference of the engineering profession of Michigan will be held at Hotel Tuller February 4-5. This conference is sponsored by more than thirty Michigan engineering societies, by the University of Michigan, the College of Mines, Houghton, and the Michigan State College, Lansing. About five hundred engineers are expected to register for the sessions.

The conference will open with registration of members February 4 at 8:30, followed by a business meeting in the morning, an educational meeting in the afternoon and a stag dinner and smoker in the evening. Commercial aircraft will be the topic for the evening meeting, at which Harold H. Emmons, president of the Aircraft Development Corporation, will preside. C. F. Kettering, president of General Motors Research Corporation, will talk on aircraft engineering progress."

Friday's sessions will be devoted to technical programs. The conference will come to a close with a banquet in the evening, at which Harrington Place, engineer, Detroit Bureau of Government Research, Inc., will preside. The topic of the evening at this banquet will be mail air service. Addresses will be made by William B. Mayo, chief engineer, Ford Motor Company, on Ford Air Lines; by Col. Paul Henderson, general manager, National Air Transport, Inc., Chicago, on Air Mail and Express Service, and by Howard E. Coffin, president, National Air Transport, Inc., Chicago, on Commercial Air Transport and its Relationship to the National Defense.

The Jewett Radio and Phonograph Company, WJR, will broadcast the banquet program between 8 and 9.

## Hudson Places Big Prestolite Order

Indianapolis, Ind., Feb. 1.—The Hudson Motor Car Company has placed an order with the Prest-O-Lite Company, battery manufacturers here, for storage batteries totaling more than \$1,250,000, the largest single order in dollars and cents ever placed for batteries by an automobile manufacturer, with one exception—that of Ford.

The order was announced here today by J. H. McDuffee, general sales manager, who returned from Detroit Saturday.

The business, which is for a three months' production period, including April, May and June, is indicative of the size of the Hudson output schedule.

## FIRE DESTROYS PLANT OF MORONEY BODY CO.

Upton, Mass., Feb. 1.—Fire has destroyed the plant of the Moroney Body Company on Grove Street, causing a total loss of \$20,000, partly covered by insurance. The cause of the fire is not known, but is under investigation. Besides the two-story factory, two motor trucks and 25 bodies for motor trucks, patterns and machinery were destroyed. Edward C. Moroney, the owner, is undecided as to whether or not he will rebuild.

## SALES CHIEFS TO CONFER FEB. 4

### Meeting to Be Held Under Auspices of A. M. A.

CHICAGO, Feb. 1.—Men closely identified with the automotive industry will discuss the trend of distribution of automotive commodities at a dinner and conference of sales executives to be held Thursday evening at the City Club under the auspices of the Automotive Manufacturers' Association. G. F. Fisher, president, will preside.

Among the phases of the general topic to be discussed are:

What is the destiny of the various jobbing factors in the distribution of automotive accessories and equipment?

Can the different classes of automotive commodities—(1) accessories and supplies, (2) shop equipment and tools, and (3) replacement parts—be distributed through the same channel and by a similar sales plan or must each be distributed through a special system by a different sales plan?

What are the problems of distributing each of these classes of commodities?

What methods have been most successful to date and why?

What methods will be proved most successful in the future?

Among the speakers will be Leon F. Banigan, editor of Motor World Wholesales, whose talk will dwell on the position of the jobbers in the distribution of accessories and parts; Charles F. Hodgson, secretary of the Weaver Manufacturing Company, who will discuss the kind of jobbers that give the best distribution of shop equipment and why they are able to do so; S. A. Fulton, president of the Fulton

## Mich. Motive Taxes Aid Highway Work

Lansing, Mich., Feb. 1.—During the eleven months of 1925 that Michigan's 2-cent gasoline tax law was in effect it netted the state \$8,236,077. This tax, together with motor vehicle weight tax, totaled about \$22,000,000 in highway revenue during the past year.

It is conservatively estimated that the increase in motor vehicles and gasoline consumption in 1926 will raise the total taxes collected to \$25,000,000. About 1,000,000 cars were licensed in 1925 and this figure is expected to reach 1,200,000.

## REPORTS HEAVY SALES IN REO CARS-TRUCKS

Lansing, Mich., Feb. 1.—Heaviest January business in cars, trucks and buses was experienced this year, of any January since 1920, according to Clarence Triphagen, sales manager of the Reo Motor Car Company. The Northwest is showing new buying strength, he said, and the South is again in the automotive market, especially the cotton and tobacco producing states.

Among the phases of the general topic to be discussed are:

What is the destiny of the various jobbing factors in the distribution of automotive accessories and equipment?

Can the different classes of automotive commodities—(1) accessories and supplies, (2) shop equipment and tools, and (3) replacement parts—be distributed through the same channel and by a similar sales plan or must each be distributed through a special system by a different sales plan?

What are the problems of distributing each of these classes of commodities?

What methods have been most successful to date and why?

What methods will be proved most successful in the future?

Among the speakers will be Leon F. Banigan, editor of Motor World Wholesales, whose talk will dwell on the position of the jobbers in the distribution of accessories and parts; Charles F. Hodgson, secretary of the Weaver Manufacturing Company, who will discuss the kind of jobbers that give the best distribution of shop equipment and why they are able to do so; S. A. Fulton, president of the Fulton

## DELIVERY TRUCKS ON EXHIBITION

### More Than a Dozen Makes Displayed at Chicago Show

Chicago, Feb. 1.—More than a dozen makes of delivery trucks were on exhibit at the Hotel Sherman this morning at the first annual delivery truck show, held in conjunction with the automobile show.

The Stewart Motors Corporation of Buffalo showed its new three-quarter ton six-cylinder truck which was seen for the first time at the New York show last month. The company had as representatives H. E. Proehl and Bud Williams of their Chicago branches, and T. R. Lippard, president.

Diamond T Motor Car Company showed three trucks, all for medium light delivery purposes. One is part of the fleet under delivery to Marshall Field & Co.

The manufacturers were represented by E. J. Bush.

J. A. Bell was showing two brand new types of fire engines manufactured by the American LaFrance Company of Illinois. Ford Motors had an exhibit of its delivery cars, under the superintendence of C. E. Clee.

Others showing included Robert T. Hendrickson of the Hendrickson Motor Truck Company, F. L. Emerson of the Yellow Cab Manufacturing Company, C. R. Rowison for Pa-Age-Kar Corporation, Edmund Troyke of the Commerce Truck Company, T. V. Tinsley, district manager, the Walker Vehicle Corporation; T. R. Lippard of Stewart Motors, George A. Anderson, and secretary of the Nelson Lemoon Truck Company.

Many types of truck accessories are also represented in the huge new exhibition hall of the hotel, which is financing and backing the affair.

## for Economical Transportation



Qualities heretofore the chief advantages of owning costlier cars are now obtainable in a car of very low price.

Touring -	\$510	Sedan - - - -	\$735
Roadster -	\$510	Landau - - - -	\$765
Coupe - -	\$645	½ Ton Truck - (Chassis Only)	\$395
Coach - -	\$645	1 Ton Truck - (Chassis Only)	\$550

ALL PRICES F. O. B. FLINT, MICHIGAN

CHEVROLET MOTOR COMPANY, DETROIT, MICH.

Division of General Motors Corporation

QUALITY AT LOW COST

## Heavier New Car Quotas Now Assigned to Dealers

**C**HARLOTTE, N. C., Feb. 1.—Quotas assigned by automobile distributors in this territory to their dealers generally are somewhat higher this year than last year, according to information assembled here.

The volume of sales in the first month of the new year was regarded as satisfactory, though, because of seasonal conditions, the movement of cars into owners' hands was relatively slow.

The Ford Motor Company's branch at Charlotte reported that sales throughout the Carolina territory are continuing at a high level, but consistent selling effort is necessary. That applies to the Ford line. The business done in this territory in Lincoln cars was satisfactory, and is expected to be 20 to 25 per cent. greater this year.

The advent of the latest addition to the Chrysler line, "the 70," occasioned something of a stir here, according to W. T. Hoppe, of Hoppe Motors, Inc., distributor. Mr. Hoppe declared his January volume of business was such as to offer encouragement that the demand this spring will be "really great."

Burwell-Harris Company, Nash and Ajax distributor, reported that the demand for cars of these lines is steady, and improved substantially toward the close of January.

The twenty dealers and distributors here, representing twenty-six lines of cars, made elaborate preparations for the Auto Show Week, beginning February 8, in the course of which special displays will be arranged at the individual companies' showrooms. The Ford Motor Company's branch here obtained permission from Detroit to operate the plant until 10 o'clock each night, especially for the benefit of the visitors at the Lincoln display, occupying the branch's entire show space. A widely known orchestra was engaged to render a concert each evening.

### NEW HAVEN, CONN.

New Haven, Conn., Feb. 1.—"We sold 35 per cent. more Nash cars in this territory during 1925 than we did during the preceding year," said J. D. Porter, manager of the Ferguson Corporation, local Nash dealers. "Business at the present time is very good," he continued, "and we look forward to a big spring business."

A survey of other local distributors of cars shows that sales during 1925 surpassed the previous year by a big bargain, and prospects for the continuance of this business seem rosy.

### SEATTLE, WASH.

Seattle, Wash., Feb. 1 (U. T. P. S.)—Steady sales of new cars of the lower priced categories keep up since the first of the year, with higher priced cars lagging behind in sales in proportion to their prices.

### KANSAS CITY

Kansas City, Feb. 1.—The New Day Jewett has taken Kansas City and territory by storm, according to H. R. Barrett, sales manager of the Bird-Sykes-Bunker Motor Company, Jewett-Paige distributor.

"Jewett sales are 200 per cent. or more better than a year ago," Mr. Barrett said. "We could deliver sixty cars today if we had them, and it would take 100 cars to take care of our January needs. Our only trouble is getting cars."

The new price cut on Studebaker cars brought an immediate response in sales, according to A. F. Taylor, general manager of the Studebaker Riley Company, Studebaker distributor here, who says sales are 100 per cent. over this time a year ago.

The Franklin-Williams Motor Company, Franklin dealers, also reports business as unusually good. G. C. Thrallikill, salesman, says business is more than 50 per cent. better than a year ago. Nat D. Jones, sales manager of the W. C. Howard Motor Company, Hupmobile and Rickenbacker dealers, also reports business 50 per cent. better than a year ago, while Carl L. Zeller, manager of the factory branch here of the Moon Motor Car Company, says his sales are more than doubled.

L. D. Sasser, manager of the factory branch of the Peerless Motor Company, the Barker-Hurley Motor Company, Lincoln dealers, and the Missouri Valley Auto Company, Chrysler dealers, all are reporting business as being extra good for this season of the year.

### USED CAR SHOW

Youngstown, O., Feb. 1.—While the Youngstown auto show was in progress the past week the Henderson-Overland Company, Willys-Knight and Overland distributors, in addition to presenting new models at the show, held a used car show at their garage, the event lasting the entire week.

## MILWAUKEE USED CAR TRADE GOOD

### Many Order for Spring Delivery—Other Reports

Milwaukee, Wis., Feb. 1.—A tendency of used car buyers to make a down payment on cars to be delivered to them in the spring has been a feature of trading in used cars which has helped to apparently keep up the stock of some of the Milwaukee dealers. Business in general has been good for this season, it was reported, and the volume of used cars sold has been greater than it was during the same period a year ago.

The down-payment plan is a double economy for many of the used car buyers, dealers point out. Cars may be secured now at a lower figure than during the spring, when the motoring season opens, and the purchaser, if he does not wish to operate his car during the winter weather, secures free storage for a period of two or three months.

J. H. Osmond of the Osmond-Jordan Company stated that cars priced from \$350 to \$600 are in the best demand at the present time. M. Sandlo of the Sandlo Motor Company, however, stated that his firm found that cars priced at from \$200 to \$300 were in the best demand now, and that open cars were being purchased by many buyers for spring delivery. During the past week more open cars have been purchased from this concern than closed cars, he said.

C. G. Curtis, manager of the Anger-Chevrolet used car branch, stated that three light cars are being sold to one heavy car. Used Fords are selling good, according to the Netter-Heiser Company.

The Willys-Overland branch in Milwaukee is looking forward to the biggest used car business in its history during 1926. P. G. Gartley, branch manager, stated that the company is planning to handle approximately 2,000 used cars during the next year. All used cars turned in to the company are reconditioned, the only exceptions to this policy being cars which have outlived their usefulness.

### BIRMINGHAM, ALA.

Birmingham, Ala., Feb. 1.—To combat the popular impression that a used car is a risky investment and to instill into the public mind the idea that such a purchase represents an ideal investment in transportation, the Birmingham Motor Trades Association, through President H. E. Bassell, has decided upon a publicity campaign for this purpose.

The beginning of the spring season in the South finds the dealers in Birmingham with full stocks of used cars on hand. A contributing factor in this has been that trade-ins of open car types on closed cars have been numerous during the cold weather and at the same time there has been a slackening of the demand for open cars for the same reason.

The publicity campaign will be published and paid for by the dealers, members of the B. M. T. A., whose names will be signed to the advertisements.

### HARTFORD, CONN.

Hartford, Conn., Feb. 1.—Used car sales in this city have dropped off in the past week, this situation being ascribed to the cold weather of the past few days. Sales, of course, are being made but not in the numbers desired.

Some of the dealers feel a little apprehensive over the matter, especially where there are fair sized stocks. There seems to be a persistent rumor that car prices will come down in the spring and for this reason every effort is being made to move stock now.

## With the Distributors

### LEASES BUILDING

St. Louis, Feb. 1.—The Cleveland Motor Sales Company, distributor of Cleveland sixes in St. Louis, has leased a building for a used car department. The building is so arranged that a comprehensive display of used cars is possible. E. C. Meissner, president of the company, says larger quarters were necessitated by an increase of 313 per cent. in sales in the territory for which the company is Cleveland distributor.

### JORDAN DISTRIBUTOR

Des Moines, Ia., Feb. 1.—The Jordan-France Company has been appointed distributor for the Jordan in Des Moines and Iowa. George France is president of the company and associated with him are James B. Lamberton, in direct charge of distribution; George E. Smith, sales manager, and Claude Ash, service manager.

### TRANSFERS BRANCH

Spokane, Wash., Feb. 1 (U. T. P. S.)—The Oakland Motor Company distributor has disposed of its Spokane branch to Bellinger, Inc., the transfer to be effective immediately. The firm will distribute Oakland in twenty counties of Washington and northern Idaho, and will establish direct agencies in key cities.

### SALES CLINIC

St. Louis, Mo., Feb. 1.—A sales clinic has been started here by the Willys-Overland branch. Classes will be conducted on Monday, Tuesday, Thursday and Friday evenings during the next two weeks. The course is open to any one who is desirous of studying automobile selling, and eighty-nine men have enrolled already.

### NASH-AJAX SESSION

Denver, Colo., Feb. 1.—More than fifty representatives of Nash and Ajax dealers in the Rocky Mountain region attended the annual sales congress which was held here last week. Otis L. Larson, factory sales representative, was in charge of the convention. He was assisted by F. E. Rowan, service department representative, and D. W. James, president of the James-Nash Motor Corporation, distributor for this region.

### PROMOTION MANAGER

St. Louis, Feb. 1.—Richard E. Tyler has been appointed promotion manager for the De Luxe Automobile Company, Olds Six distributor here. He recently attended a school at Lansing, Mich., for Olds sales promotion men from all over the world.

### ADDRESS BY KIMBALL

San Antonio, Tex., Feb. 1.—Don L. Kimball, motor transportation expert of Oakland, Cal., addressed a meeting of the San Antonio automotive dealers in this city recently, as well as a joint meeting of salesmanship advertising clubs.

### NEW DEALERS

Cleveland, Feb. 1.—Murry Irwin, manager of the newly organized Ohio Elcar Wholesale Company, today announced the Cleveland and community dealers who will distribute Elcar models under the new policy of direct factory distribution to dealers through factory wholesale branches.

The Cleveland dealers are the Elcar Motor Sales Company, 13521 Euclid Ave., and the East 17th Street Elcar Sales Company, 1859 East 17th St. Vicinity dealers to which the local wholesale branch will distribute are: Akron Elcar Motor Sales Company, Akron; Holles & Smithyman Alliance; L. L. Cheaney Motor Sales Company, Canton; Howard J. Clark Company and the Highland Garage, Columbus; Logan Bros. Elcar Sales Company, Mansfield; Thornber Motor Company, Toledo; Elcar Sales Company, Warren; McCleery Elcar Sales Company, Youngstown.

### PASSENGER CAR SALES DROP IN OREGON

Salem, Ore., Feb. 1 (U. T. P. S.)—Passenger car values in Oregon during 1925 were less than in 1924, but commercial car sales showed an increase. For the entire state, passenger car sales totaled 29,870, as against 31,028 during 1924, which was a banner year in Oregon. Commercial car sales totaled 2,495 in 1925, as against 2,201 the year before, a gain of 294. The total passenger car and commercial car sales showed a loss of 864, with a total of 32,365 sales during 1925.

Peerless first had its product on display at an automobile show at New York in October, 1921. It exhibited the two-cylinder model, which it had just started to manufacture.

## GOOD PROSPECTS FOR NEW CARS

Portland, Ore., Feb. 1.—"Only one-third of the used cars sold are purchased by persons who have been solicited by our salesmen," writes J. A. Crittenden, sales manager of the Willys Overland Pacific Company of Portland, Ore. "The other two-thirds are drop-in customers. We sell two old cars for every new."

"A fair percentage of used car buyers eventually become new car purchasers, but we would rather sell a man another used car than a new one. We must keep our stock of used cars weeded out. We do not recondition the cars we take in on trade, but sell them usually as they are, with the understanding that some repairs are needed if that is so. We always equip them with good tires and see that all cars have a good coat of paint."

"We could not make as many new car or used car sales, either, unless we were willing to take in the old cars, and I believe that we should continue to take in these cars, but should be able to buy them at prices that are right. We have no especial difficulty selling any of the used cars we take in on trade, unless it is the very large or old cars. Whenever we sell a used car the purchaser is told that we will cheerfully take back the car within seven days if he changes his mind and wants another used car or a new one instead. Of course, we actually sell our customers on the amount of transportation left in a used car, but the price is based largely on the yearling model of that particular car."

Douglas McKay, sales manager for the Francis Motor Car Company, Ford distributor, declares about 50 per cent. of their used car purchasers come back for a new car. A separate used car department is maintained with its own manager, who is the final authority on the trade-in and selling price of a used car. The used car manager also supervises the reconditioning of a car.

"We figure on a gross profit of 20 per cent. on a used car," states McKay. "We appraise every car brought to us according to its worth and do not merely take in a car and hope for profit."

## Murray Body Corporation

Detroit, Michigan

### OPERATING

### Ecorse Steel Plant

for the manufacture of  
Automobile Chassis Frames.

## J. W. Murray Manufacturing Company

Manufacturers of Fenders, Hoods, Gas Tanks  
and other Sheet Metal parts for Automobiles.

### Dietrich Incorporated

Manufacturers of Custom-built bodies  
for fine Automobiles.



## Dependable Motor Car Bodies

# Bodies by Fisher

## The Measure of Motor Car Improvement

IT is significant that when new cars are announced, public interest centers in the new bodies by Fisher.

The important refinements and features created by Fisher are regarded as just as great contributions to value and service as the most notable improvements in mechanical design and performance.

Indeed, almost the first question asked of the salesman has come to be:

"Is this Body by Fisher?"

Today, it is everywhere recognized that the most vital trend in motor car development—the evergrowing dominance of the closed car—was inspired by Fisher invention and fostered by the ability of Fisher to build longer life, more luxurious comfort and beauty, into closed cars in every price division.

In no less degree, Fisher products are the standard of closed body value and style for the whole industry.

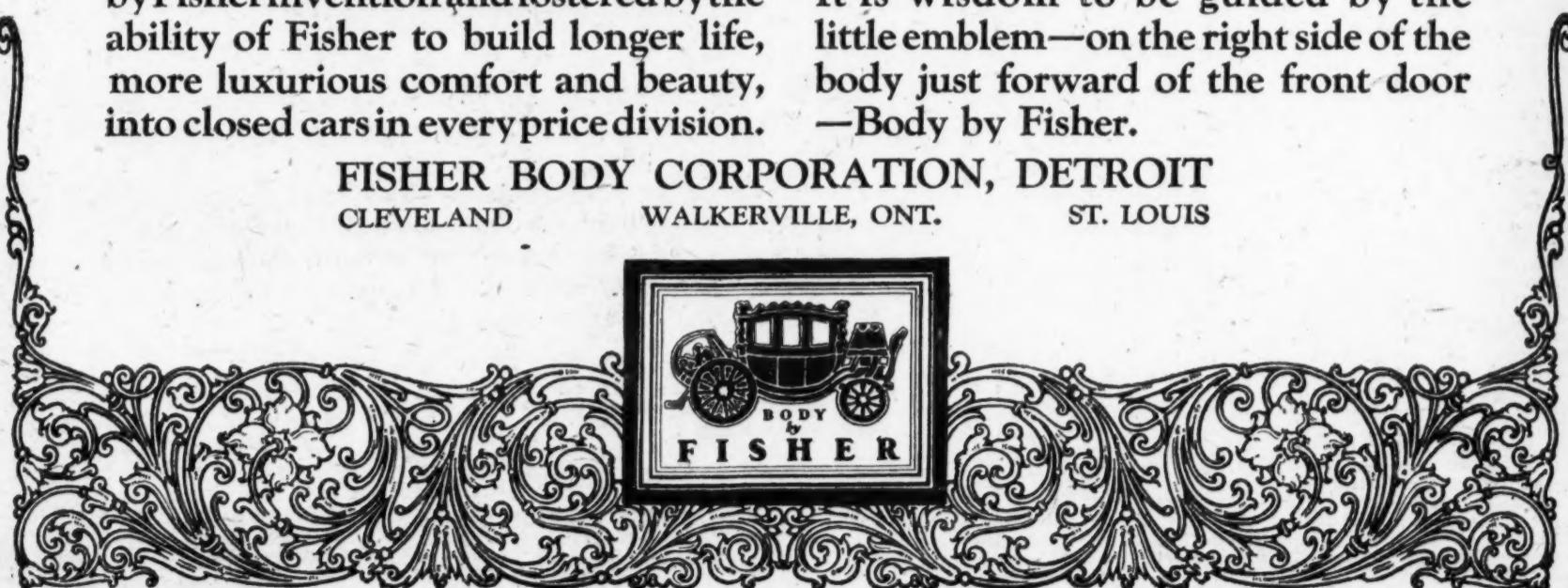
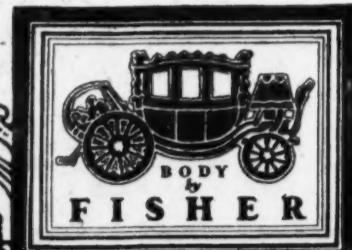
The announcements of cars equipped with the latest Bodies by Fisher, invariably forecast for the coming year the new offerings to be made by the less originative.

Thus, the leaders in each of the several price divisions will be found to carry the emblem—Body by Fisher.

They naturally recognize that Fisher facilities and creative genius have added greatly to the value of the purchaser's dollar, and to the re-sale value of his car.

It is wisdom to be guided by the little emblem—on the right side of the body just forward of the front door—Body by Fisher.

FISHER BODY CORPORATION, DETROIT  
CLEVELAND WALKERVILLE, ONT. ST. LOUIS



# Smaller Willys-Knight Six Is Disclosed

## Pick-Up and Power Are Features of New Engine

CHICAGO, Feb. 1.—Interest in the Willys-Overland exhibit both here and at New York centered around a new Willys-Knight six, designated as Model 70. This car is being shown in two body models, touring and sedan, and is a companion car, on a slightly smaller scale, to the Willys-Knight six, brought out last year, which is now called the Great Six.

Wheelbase of the Model 70 is 113 1/4 inches as against 126 inches for the Great Six. Following the decided trend of the 1926 models, the new car has low, sweeping body lines with a suggestion of European craftsmanship. It is engine to give greater snap and pick-up and strong pulling power on the hills.

Features which immediately arrest attention are the use of a seven-bearing crankshaft, mechanical four-wheel brakes, high engine torque, new manifolding, aluminum cylinder head, an electric heating device to insure easier starting, and the control of the headlights from the steering post.

Engine bore is 2 15/16 inches and stroke 4 1/4 inches and 53 horse power is developed on brake tests. The amount of torque a cubic inch of piston displacement is said to be higher than in any other American car, and to result in hill-climbing ability of the highest order.

Four-point engine suspension by means of heavy steel plates at front and rear makes for rigidity. The crank case and oil pan are both aluminum castings, while the cylinder block is cast iron. Cylinder heads are also of aluminum. Large water spaces around the cylinder heads provide maximum cooling and allow the engine to operate at an extremely high compression, without any tendency to knock even when under considerable load.

The seven-bearing crankshaft, lightweight aluminum alloy pistons and tubular, drop-forged connecting rods all make for smooth performance. Vaporization of the mixture from the carburetor is assisted by a new manifold design. The exhaust gases are carried around the front of the engine to a header over the intake manifold, which gives up its heat to the incoming gases.

Unusually large intake and exhaust ports in the sleeves offer an unobstructed passage to the gases and are important factors in contributing to the performance capabilities of the engine. Force feed lubrication delivers oil under pressure to the principal bearings and moving parts. Pressure throughout the system is regulated by a control valve which builds up the pressure, according to the amount of the throttle opening.

A centrifugal pump circulates the cooling water through a brass ribbon cellular radiator, and thermostatic temperature control is provided. The oil pump is an internal gear, push type with a spiral gear drive from the eccentric shaft. A silent chain drives the generator and sleeve mechanism, and it is provided with an automatic adjustment. Spark plugs are located in the center of each cylinder head.

Electrical system is an Auto-Lite, 6 to 8 volts, single wire. Generator has third brush regulation with an adjustment for changing the charging rate. Borg and Beck single-plate dry clutch and standard three speeds forward and reverse transmission are in unit with the engine. The four-wheel mechanical brakes are internal expanding in the front and external contracting in the rear. The hand brake operates on a drum on the transmission.

An electric heating device contributes toward ease of starting in cold weather. When the driver pulls the primer switch a charge of gasoline is drawn into the heater, where it is quickly vaporized by an electric current, and

## Stutz and Chrysler Adopt Myers Oilers

Chicago, Feb. 1.—The new Chrysler and Stutz cars on exhibition here this week are using Myers Magazine Oilers as standard equipment for chassis bearings.

A look at the front axles of these cars will reveal why they steer so easily even in cold weather—thin oil (not thick grease) is being fed to the king pins in the steering knuckles. It is filtered and fed automatically.

Each Myers Magazine holds enough oil to be fed for 5,000 miles or more—slowly, but steadily, keeping dirt out of bushings, reducing friction and wear to the vanishing point. The magazines are filled in a jiffy three or four times a year—a spout can or a squirt gun at the filling station does the trick.

The Stutz spring hangars are hollow Myers magazines, and hold oil which is fed slowly out by a wick to the spring bolts and then down the spring leaves, keeping them soft and flexible.

An additional feature on the Stutz cars is that the Myers magazines are piped to a central filling point, so that it can be operated steadily for six months or more without attention. There is no pushing of plungers or pedals by the driver; nothing at all to think about except to have the garage man fill the tank twice a year. There is no pressure of oil on the chassis bearings to cause some of them to drip and make the chassis and the garage floor messy.

## SLIGHT DROP IN TAX YIELD IN IDAHO

Bolse, Ida., (U. T. P. S.) Feb. 1.—There were 81,450 automobiles registered in the State of Idaho during the past year, a substantial increase over the previous year. License taxes collected during 1925 totaled \$81,484.05, a decrease of \$180 from the previous year.

provides a charge for the cylinders which is easy to ignite. The engine is also fitted with an air-cleaner, which tends to eliminate the entry of dirt and grit into the cylinders.

The rear axle is of the semi-floating type and semi-elliptic Mather springs of chrome vanadium steel are used. Gabriel snubbers are standard equipment. Artillery type wheels and balloon tires are regularly fitted.

Body exteriors are finished in lacquer, pyramid gray below the center panel and black above. A pin stripe of red runs around the body between the two colors. The four-door sedan is upholstered in "mo-velour" and the touring car in genuine leather.

With prices announced as \$1,295 for the touring and \$1,495 for the sedan, this car enters the highly competitive medium-priced field, where it must compete with such strong contenders for public favor as Buick, Studebaker, Chrysler, Paige and Nash. With its Knight motor and other special features, however, it is expected to give a good account of itself, and if the sales record it has already made at the New York show is any criterion, it will win a good share of patronage during 1926.

## U.S. Manufacturers May Join European

Paris, Feb. 1.—(U. T. P. S.)—The possibility of the United States automobile manufacturers entering the International Association of Automobile Manufacturers, which was organized in 1911, was discussed by delegates to the last meeting of the association recently held at Brussels. It was pointed out that American manufacturers, as well as those of the British colonies and Japan, have shown a disposition to affiliate with the organization.

The association is at present exclusively European in character, the member nations being France, England, Italy, Spain, Belgium, Switzerland, Holland, Czecho-Slovakia and Austria. The war interrupted activities and Germany has not yet made application to re-enter. The chief purpose of the recent meeting was to make the organization truly international in scope by the entry of other nations.

It was pointed out that active participation of American manufacturers would be a good thing for American interests in that the influence of the association in protecting the interests of international automobile trade would be enlarged.

## SAN PEDRO AUTO DEALERS ELECT PARKER PRESIDENT

San Pedro, Cal., Feb. 1.—At a meeting held last week at the California Yacht Club, Leon Parker, Nash-Ajax dealer of this city, was elected president of the San Pedro Automobile Dealers Association. Other officers elected by the dealers are: Clark K. Cook, vice-president; Don Shortz, secretary and treasurer; and Geo. E. Clark and Robert Barr, directors.

A record attendance with nearly

every dealer on Auto Row represented turned out.

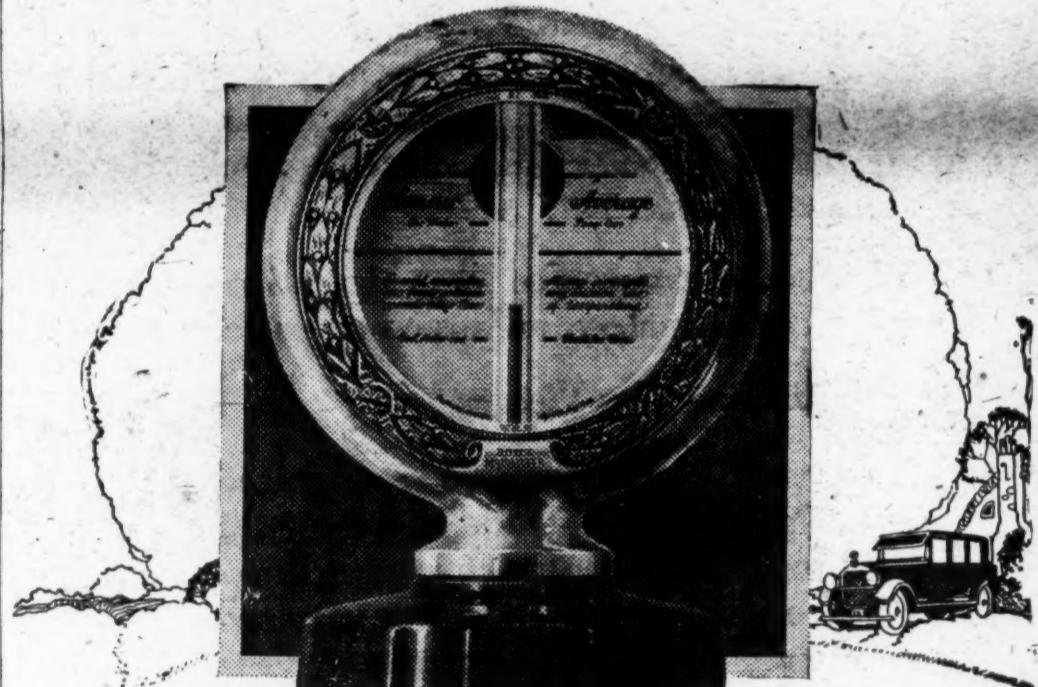
Plans for the coming year will be made at a special meeting to be held in the immediate future. The San Pedro Automobile Dealers Association will meet the second Thursday of each month and the meetings will be of a strictly business nature with interesting speakers and discussion of various problems.

Edward Van Linden, president and general manager of the Peerless Motor Car Corporation, began his career as an apprentice machinist.



Every enterprising dealer has formulated an opinion as to what constitutes a good tire franchise. Write today for the Hewitt proposition and you will find that Hewitt Tires and the Hewitt Policy will come pretty close to your highest expectations.

HEWITT RUBBER COMPANY  
Buffalo. New York.



NOTICE the number of cars at the show that are equipped with the Boyce Moto Meter! An overwhelming majority—impressive evidence of its utility, beauty and downright value.

On the radiator cap the Boyce Moto Meter is always in the driver's line of vision, always ready with its warning ten to fifteen minutes before trouble brews under the hood. The unfailing sign of the man who is kind to his motor.

Over 8,000,000 now in use.

THE MOTO METER CO., Inc., Long Island City, N. Y.  
THE MOTO METER COMPANY OF CANADA, Ltd., Hamilton, Ont.

# BOYCE MOTOMETER

The name "Moto Meter" is the registered trade-mark and the exclusive property of this Company



# "Buddy" Stewart

"Buddy" is not only a remarkable truck at the price, but a remarkable truck at any price.

It exactly meets light delivery needs in power, capacity, dependable service, long life, low operating cost, and still sells at a lower price than any truck of its size and quality.

It is all truck—not a converted passenger car, not a one-year truck but a truck built to last for years—as good looking as it is reliable.

"Buddy" has a SIX-CYLINDER 40 h. p. Continental motor, remarkable for its gasoline economy and freedom from vibration—it gives 18 to 22 miles to the gallon of gasoline.

Rear springs 50 inches long, 2½ inches wide, 32 x 4 cord tires insure easy riding comfort. Gemmer steering gear, large efficient brakes make it an easy truck to handle.

Think of the five inch frame, the big ten inch single plate clutch, the sturdy bevel axle. Timken bearings in front and rear axle insure long wear. Wheelbase, 118 inches, suitable for seven-foot body.

All the newest equipment—Zenith carburetor, electric lights and starter. Speedometer, oil gage and ammeter mounted on the dash under a glass panel.

Look it over, point for point, drive it and you will be convinced that "Buddy" is the greatest value on the American market.

*Meet "Buddy" in the Stewart Exhibit*

*Sherman Hotel (Chicago) — January 30th to February 16th*

#### Other Models

4 and 6 Cylinder Motor

1 Ton Speed Truck  
1½ Ton Speed Truck  
1½-2 Ton Speed Truck  
2 Ton, 2½-3 Ton, 3½-4 Ton  
Also 18 and 25 Passenger  
Bus Chassis

All Prices f. o. b. Buffalo, plus tax

# Stewart

MOTOR TRUCKS

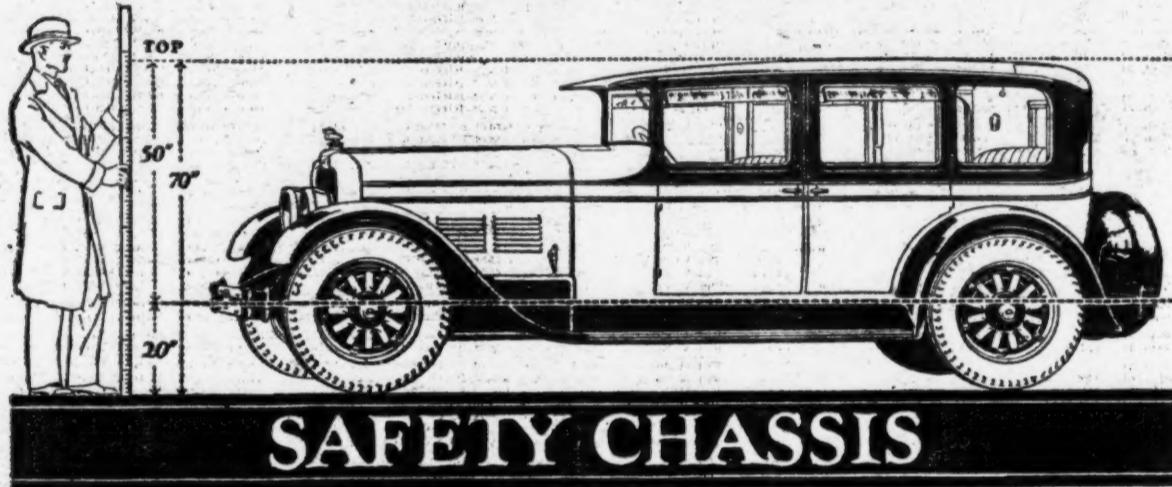
STEWART MOTOR CORPORATION—BUFFALO, N. Y.

## BODY AND EQUIPMENT TABLE OF 1926 PASSENGER CARS

Make and Model of Car	Price	Body Type & Seat Plan	Make of Body & No. Doors	Wheelbase	Length	Weight	Gear Ratio	Color Scheme of Body	Make of Hardware	Make of Windshield	Make of Rear View Mirror	Make of Speedometer	Make of Clock	Make of Engine Heat Indicator	Make & Type of Tachometer	Make of Gasoline Gauge	Make of Horn	Make of Head Lamps	Combination of Tail & Step Lamp	Make of Clear Lighter	Make & Location of Car Jack	Make & No. of Shock Absorbers	Make of Front Bumper	Make & Type of Rear Bumper	Make of Closed Car Heater	Make of Tire Carrier
Ajax	\$865	Tour-K	Own-4	108	153	2210	4.77	Gray	Ferro-Terns	Fol-V-Koko	SW	None	None	None	None	Klax	Hall	None	None	None	None	None	None	None	Own	
Ajax	995	Sedan-K	Own-4	108	153	2410	4.77	Gray	Ferro-Terns	Fol-V-Koko	SW	None	None	None	None	Klax	Hall	None	None	None	None	None	None	None	Own	
Auburn, 4-44	1145	Tour-K	McF-4	120	165	5.10	Gray	None	None	None	None	Ind	Yes	None	None	None	None	None	None	None	None	None	None	None	None	Det
Auburn, 4-44	1145	Road-E	McF-3	120	165	5.10	Gray	None	None	None	None	Ind	Yes	None	None	None	None	None	None	None	None	None	None	None	None	Det
Auburn, 4-44	1175	Coupe-B	UC-2	120	165	5.10	Mar/Brn	None	None	None	None	Ind	Yes	None	None	None	None	None	None	None	None	None	None	None	None	Det
Auburn, 4-44	1195	Sedan-K	Limb-4	120	165	5.10	Gray	None	None	None	None	Ind	Yes	None	None	None	None	None	None	None	None	None	None	None	None	Det
Auburn, 6-66	1395	Road-G	McF-3	120	165	2990	4.90	Gray	None	Fol-V-Own	SW	None	None	None	None	EA	Ind	Ind	None	John-T	None	None	None	None	Det	
Auburn, 6-66	1395	Tour-K	McF-4	120	165	2910	4.90	Gray	None	Fol-V-Own	SW	None	None	None	None	EA	Ind	Ind	None	John-T	None	None	None	None	Det	
Auburn, 6-66	1495	Brm-K	McF-4	120	165	3070	4.90	Gray	Brew	Fol-V-Own	SW	None	None	None	None	EA	Ind	Ind	None	John-T	None	None	None	None	Perf	
Auburn, 6-66	1695	Sedan-K	McF-4	120	165	3120	4.90	Gray	Brew	Fol-V-Own	SW	None	None	None	None	EA	Ind	Ind	None	John-T	None	None	None	None	Perf	
Auburn, 6-66	1745	Spu Sed-K	McF-4	120	165	3120	4.90	Gray	Brew	Fol-V-Own	SW	None	None	None	None	EA	Ind	Ind	None	John-T	None	None	None	None	Perf	
Auburn, 8-88	1695	Road-G	McF-3	129	175	3235	4.63	Brown	None	Fol-V-Own	SW	None	None	None	None	EA	Ind	Ind	None	John-T	Lin-4	None	None	None	Det	
Auburn, 8-88	1695	Tour-K	McF-4	129	175	3255	4.63	Brown	None	Fol-V-Own	SW	None	None	None	None	EA	Ind	Ind	None	John-T	Lin-4	None	None	None	Det	
Auburn, 8-88	1795	Brm-K	McF-4	129	175	3435	4.63	Brown	Brew	Fol-V-Own	SW	None	None	None	None	EA	Ind	Ind	None	John-T	Lin-4	None	None	None	Perf	
Augusta, 8-88	1995	Sedan-K	McF-4	129	175	3565	4.63	Brown	Brew	Fol-V-Own	SW	None	None	None	None	EA	Ind	Ind	None	John-T	Lin-4	None	None	None	Perf	
Auburn, 8-88	2045	Spu Sed-K	McF-4	129	175	3585	4.63	Brown	Brew	Fol-V-Own	SW	None	None	None	None	EA	Ind	Ind	None	John-T	Lin-4	None	None	None	Perf	
Auburn, 8-88	2095	Sedan-N	McF-4	129	175	3605	4.63	Brown	Brew	Fol-V-Own	SW	None	None	None	None	EA	Ind	Ind	None	John-T	Lin-4	None	None	None	Perf	
Buick, Std. 24	1125	Road-A	Own-2	114 $\frac{1}{2}$	165	2845	4.90	Gray	Terns-MP	Tri-H-Tr	AC	None	None	None	None	Klax	E&J	None	B&S-T	None	None	None	None	None	Det	
Buick, Std. 25	1150	Tour-K	Own-4	114 $\frac{1}{2}$	165	2845	4.90	Gray	Terns-MP	Tri-H-Tr	AC	None	None	None	None	Klax	E&J	None	B&S-T	None	None	None	None	None	Det	
Buick, Std. 26	1195	Sedan-L	Fish-2	114 $\frac{1}{2}$	165	3150	4.90	Gray	Terns-MP	Tri-V-Tr	AC	None	None	None	None	Klax	E&J	None	B&S-T	None	None	None	None	None	Det	
Buick, Std. 26	1205	Coupe-A	Fish-2	114 $\frac{1}{2}$	165	3020	4.90	Gray	Terns-MP	Tri-V-Tr	AC	None	None	None	None	Klax	E&J	None	B&S-T	None	None	None	None	None	Det	
Buick, Std. 27	1205	Sedan-K	Fish-2	114 $\frac{1}{2}$	165	3230	4.90	Gray	Terns-MP	Tri-V-Tr	AC	None	None	None	None	Klax	E&J	None	B&S-T	None	None	None	None	None	Det	
Buick, Std. 28	1275	Coupe-D	Fish-2	114 $\frac{1}{2}$	165	3110	4.90	Gray	Terns-MP	Tri-V-Tr	AC	None	None	None	None	Klax	E&J	None	B&S-T	None	None	None	None	None	Det	
Buick, Mtr. 44	1250	Road-A	Own-2	120	175	3550	4.70	Gray	Terns-MP	Tri-H-Tr	AC	None	None	None	None	Klax	Ind	None	B&S-T	None	None	None	None	None	Det	
Buick, Mtr. 45	1295	Tour-K	Own-4	120	175	3515	4.70	Gray	Terns-MP	Tri-H-Tr	AC	None	None	None	None	Klax	Ind	None	B&S-T	None	None	None	None	None	Det	
Buick, Mtr. 55	1350	Sp. Tour-H	Own-4	120	175	3625	4.70	Brown	Terns-MP	Tri-H-Tr	AC	PW	BMM-R	NGE-T	None	Klax	Ind	None	B&S-T	Gab-2	None	None	None	Det		
Buick, Mtr. 55	1495	Road-A	Own-2	128	188	3570	4.70	Brown	Terns-MP	Tri-H-Tr	AC	PW	BMM-R	NGE-T	None	Klax	Ind	None	B&S-T	Gab-2	None	None	None	Det		
Buick, Mtr. 44	1395	Sedan-I	Fish-2	120	175	3670	4.70	Gray	Terns-MP	Tri-V-Tr	AC	None	None	None	None	Klax	E&J	None	B&S-T	None	None	None	None	None	Det	
Buick, Mtr. 44	1495	Sedan-K	Fish-4	120	175	3745	4.70	Gray	Terns-MP	Tri-V-Tr	AC	None	None	None	None	Klax	E&J	None	B&S-T	None	None	None	None	None	Det	
Buick, Mtr. 44	1795	Coupe-D	Fish-2	120	175	3855	4.73	Brown	Terns-MP	Tri-V-Tr	AC	PW	BMM-R	NGE-T	None	Klax	Ind	None	B&S-T	Gab-2	None	None	None	Perf		
Buick, Mtr. 50	1995	Sedan-N	Fish-4	128	195	4025	4.73	Blue	Terns-MP	Tri-V-Tr	AC	PW	BMM-R	NGE-T	None	Klax	Ind	None	B&S-T	Gab-2	None	None	None	Perf		
Buick, Mtr. 51	1925	Brm-Sed-K	Fish-4	128	195	3946	4.73	Brown	Terns-MP	Tri-V-Tr	AC	PW	BMM-R	NGE-T	None	Klax	Ind	None	B&S-T	Gab-2	None	None	None	Perf		
Buick, Mtr. 54-C	1765	Sp. Cpe-B	Fish-2	128	195	3805	4.73	Brown	Terns-MP	Tri-V-Tr	AC	PW	BMM-R	NGE-T	None	Klax	Ind	None	B&S-T	Gab-2	None	None	None	Perf		
Cadillac, Custom	3250	Road-E	Fish-2	132	195	3980	4.50	Blue	Fish-Fish	Tri-V-Tr	AC	E&J	BMM-R	Nag-O	Klax	Hall	Own-Cuno	Sars-Wat-4	US/US-b	CG/CG-b	None	Own				
Cadillac, Custom	3260	Tour-N	Fish-4	132	200	4260	4.50	Gray	Fish-Fish	Tri-V-Tr	AC	E&J	BMM-R	Nag-O	Klax	Hall	Own-Cuno	Sars-Wat-4	US/US-b	CG/CG-b	None	Own				
Cadillac, Custom	3250	Phae-K	Fish-4	132	200	4120	4.56	Gray	Fish-Fish	Tri-V-Tr	AC	E&J	BMM-R	Nag-O	Klax	Hall	Own-Cuno	Sars-Wat-4	US/US-b	CG/CG-b	Kelch	Own				
Cadillac, Custom	4000	Coupe-L	Fish-2	132	201	4130	4.50	Blue	Fish-Fish	Tri-V-Tr	AC	E&J	BMM-R	Nag-O	Klax	Hall	Own-Cuno	Sars-Wat-4	US/US-b	CG/CG-b	Kelch	Own				
Cadillac, Custom	4150	Sedan-K	Fish-4	138	200	4225	4.50	Blue	Fish-Fish	Tri-V-Tr	AC	E&J	BMM-R	Nag-O	Klax	Hall	Own-Cuno	Sars-Wat-4	US/US-b	CG/CG-b	Kelch	Own				
Cadillac, Custom	4285	Sub-N	Fish-4	138	200	4310	4.56	Green	Fish-Fish	Tri-V-Tr	AC	E&J	BMM-R	Nag-O	Klax	Hall	Own-Cuno	Sars-Wat-4	US/US-b	CG/CG-b	Kelch	Own				
Cadillac, Custom	4485	Imp-N	Fish-4	138	200	4415	4.50	Gray	Fish-Fish	Tri-V-Tr	AC	E&J	BMM-R	Nag-O	Klax	Hall	Own-Cuno	Sars-Wat-4	US/US-b	CG/CG-b	Kelch	Own				
Cadillac, Standard	2950	Brm-L	Fish-2	132	194</																					

# Prepare for the biggest surprise in ten years

## The NEW STUTZ



Six body styles, designed and constructed under the supervision of Brewster of New York. All closed bodies automatically ventilated. All models priced F. O. B. Indianapolis, tax excluded, but fully equipped except spare tires.

\$2995

## *It is new engineering!*

EACH year brings new names, new models, new refinements in conventional design.

But only at rare intervals appears a radical advance in automotive engineering, such as electric starting and lighting, balloon tires, or four-wheel brakes.

The year 1926, with The NEW STUTZ, will mark a new motor car epoch. This new car is destined to influence all future engineering practice connected with the production of fine automobiles.

This is not merely the opinion of the car's makers. The conviction has been expressed, even more emphatically, by outside, and even competitive, engineers who have examined The NEW STUTZ—who have ridden in it and driven it.

First of all, The NEW STUTZ gives the motorist a new degree of safety—increased protection for the car's passengers and for the car itself.

This is attained chiefly by a radical lowering of the center of gravity—the floor of The NEW STUTZ is five inches lower than conventional chassis design permits.

Greater—far greater—stability is thus

secured. There can be no two opinions on this point. And this is accomplished while maintaining full road clearance and headroom.

Other new features contribute to the super-safety of The NEW STUTZ. The frame is the most rigid on any car; the car is more easily controlled; the new principle of braking is of greater efficiency; the acceleration is more rapid; the running boards are of pressed steel—actually side-bumpers; the front corner-posts are narrow, giving unobstructed vision; the windshield is of safety-glass.

The NEW STUTZ is vibrationless at all speeds—an almost incredible statement, yet confirmed through tests by leading engineers from other organizations. There is no noise of valve operation and no noise at the rear axle or elsewhere. It is a car so surpassingly quiet that it seems moved by magic.

The chassis in The NEW STUTZ is self-lubricated, automatically; there is a triple-duty oil rectifier and an air-cleaner of proven efficiency; dual ignition; and, of course, innumerable conveniences and refinements in keeping with its basically advanced design.

Body five inches nearer the ground  
—yet providing full road clearance and headroom

Radically lowered center of gravity  
—giving greater safety, comfort and roadability

Quiet, long-lived, worm-drive rear axle  
—permitting lowered body; it improves with use

90 H. P. motor; with overhead camshaft  
—novel design; smooth, flexible, vibrationless

New, non-leaking hydrostatic brakes  
—inherently equalized; quick-acting and positive

Words cannot convey an adequate picture of the marvelous advance shown by the new car. You are urged to see it that you may bring yourself up-to-date on automobile design and construction. The NEW STUTZ is at the Show—Now!

STUTZ MOTOR CAR CO.  
OF AMERICA, Inc.  
Indianapolis

## BODY AND EQUIPMENT TABLE OF 1926 PASSENGER CARS

*(Continued from Page 8)*

Make and Model of Car	Price	Body Type & Seat Plan	Make of Body & No. of Doors	Wheelbase	Length	Weight	Gear Ratio	Color Scheme of Body	Make of Hardware	Style of Windshield	Make of Windshield Washer	Make of Rear View Mirror	Make of Speedometer	Make of Clock	Make of Engine Heat Indicator	State & Location of Gauge	Make of Head Lamp	Make of Tail Combination Lamp	Make of Clear Lighter	Make & Location of Car Lock	Make & Type of Shock Absorbers	Make of Front Bumpers	Make of Rear Bumper	Make of Closed Car Heater	Make of Tire Carrier	
Franklin, 11	\$2750	Rumb-B	Amer-2	119	162	..	4.73	Cream	E&M Rost	Fol-V	Yes	Wal	Wal	None	Roc-T	Klax	Brown	Brown	None	John-T	Wat-4	Eatn	None	Oaks		
Franklin, 11	2635	Tour-K	Amer-4	119	161	..	4.73	Mole	E&M Rost	Fol-V	Yes	Wal	Wal	None	Roc-T	Klax	Brown	Brown	None	John-T	Wat-4	Eatn	None	Oaks		
Franklin, 11	2700	Coupe-R	Walk-2	119	161	..	4.73	Green	E&M E&M	Fol-V	Yes	Wal	Wal	None	Roc-T	Klax	Brown	Brown	None	John-T	Wat-4	Eatn	None	Oaks		
Franklin, 11	2825	Rble-Cpe-G	Walk-2	119	161	..	4.73	Green	E&M E&M	Fol-V	Yes	Wal	Wal	None	Roc-T	Klax	Brown	Brown	None	John-T	Wat-4	Eatn	None	Oaks		
Franklin, 11	3090	Sedan-K	Walk-4	119	161	..	4.73	Mole/Bi	E&M E&M	Fol-V	Yes	Wal	Wal	None	Roc-T	Klax	Brown	Brown	None	John-T	Wat-4	Eatn	None	Oaks		
Franklin, 11	3225	Spd-Sed-K	Walk-4	119	169	..	4.73	Grn/Bi	E&M E&M	Fol-V	Yes	Wal	Wal	None	Roc-T	Klax	Brown	Brown	None	John-T	Wat-4	Eatn	None	Oaks		
Franklin, 11	3275	Lim-N	Walk-4	119	161	..	4.73	Blu/Blk	E&M E&M	Fol-V	Yes	Wal	Wal	None	Roc-T	Klax	Brown	Brown	None	John-T	Wat-4	Eatn	None	Oaks		
Franklin, 11	3275	Cab-N	Wlby-2	119	161	..	4.73	E&M E&M	Fol-V	Yes	Wal	Wal	None	Roc-T	Klax	Brown	Brown	None	John-T	Wat-4	Eatn	None	Oaks			
Gardner, 6A	1395	Tour-K	Wlde-4	118	..	3150	4.90	Green	E&M	Fol-V	Bost	SW	None	None	NGE-D	CS	None	John-T	Gab-4	None	None	None	None			
Gardner, 6A	1395	Road-E	Wlde-2	118	..	3160	4.90	Gray	E&M	Fol-V	Bost	SW	None	None	NGE-D	CS	None	John-T	Gab-4	None	None	None	None			
Gardner, 6A	1595	Sedan-K	Ohio-4	118	..	3440	4.90	Black	Terns	Fol-V	Bost	SW	None	None	NGE-D	CS	None	John-T	Gab-4	None	None	None	None			
Gardner, 6A	1795	LeSed-K	Ohio-4	118	..	3440	4.90	Blu/Bl	Terns	Fol-V	Bost	SW	None	None	NGE-D	CS	None	John-T	Gab-4	None	None	None	None			
Gardner, 6A	1545	Brm-K	Ohio-4	118	..	3440	4.90	Gray	Terns	Fol-V	Bost	SW	None	None	NGE-D	CS	None	John-T	Gab-4	None	None	None	None			
Gardner, 8-A	1795	Tour-K	Wlde-4	125	..	3520	5.10	Green	E&M	Fol-V	Bost	SW	None	None	NGE-D	NGE-D	Klax	TJC	CS	None	John-T	Gab-4	None	None	None	
Gardner, 8-A	1795	Road-E	Wlde-2	125	..	3480	4.60	Brown	E&M	Fol-V	Bost	SW	None	None	NGE-D	NGE-D	Klax	TJC	CS	None	John-T	Gab-4	None	None	None	
Gardner, 8-A	2095	Sedan-K	Ohio-4	125	..	3730	5.10	Gry/Bi	Terns	Fol-V	Bost	SW	None	None	NGE-D	NGE-D	Klax	TJC	CS	None	John-T	Gab-4	None	None	None	
Gardner, 8-A	2095	Cab-A	Ohio-2	125	..	3580	5.10	Gry/Bi	Terns	Fol-V	Bost	SW	None	None	NGE-D	NGE-D	Klax	TJC	CS	None	John-T	Gab-4	None	None	None	
Gray, 0	695	Tour-K	-4	104	..	1755	..	..	..	..	..	None	..	..	..	..	..	..	..	..	..	..	..	..	..	
Hudson, Super 6	1266	Phae-N	Bd&S-4	127 1/2	..	3400	4.45	Blue	..	..	..	None	..	..	..	..	..	..	..	..	..	..	..	..	..	
Hudson, Super 6	1165	Coach-L	Bd&S-4	127 1/2	..	3385	4.45	Blue	..	..	..	None	..	..	..	..	..	..	..	..	..	..	..	..	..	
Hudson, Super 6	1460	Brm-H	Bd&S-4	127 1/2	..	3425	4.45	Blue	..	..	..	Yes	..	..	..	..	..	..	..	..	..	..	..	..	..	
Hudson, Super 6	1660	Sedan-N	Bd&S-4	127 1/2	..	3640	4.45	Blue	..	..	..	Yes	..	..	..	..	..	..	..	..	..	..	..	..	..	
Hupmobile, 6, A	1325	Tour-K	Mur-4	114	..	2620	4.90	Blue	..	Fish	Tri-V	Tri	SW	None	None	NGE-D	E&J	None	John-T	Gab-2	None	None	None	None		
Hupmobile, 6, A	1385	Sedan-K	Mur-4	114	..	2800	4.90	Gray	..	Fish	Tri-V	Tri	SW	None	None	NGE-D	E&J	None	John-T	Gab-2	None	None	None	..		
Hupmobile, 8, E-2	1945	Tour-K	-4	125	..	..	..	4.90	Gray	Fish	Tri-V	Tri	SW	None	None	Gro-D	E&J	None	B&S-T	Gab-4	CG	None	None	Det		
Hupmobile, 8, E-2	2345	Coupe-E	-2	125	..	..	..	4.90	Blue	Fish	Tri-V	Tri	SW	None	None	Gro-D	E&J	None	B&S-T	Gab-4	CG	None	None	Det		
Hupmobile, 8, E-2	2345	Sedan-K	-4	125	..	..	..	4.90	Gray	Fish	Tri-V	Tri	SW	None	None	Gro-D	E&J	None	B&S-T	Gab-4	CG	None	None	Det		
Jewett, New-Day	1095	deLTour-K	-4	109	155	..	4.90	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..		
Jewett, New-Day	995	Sedan-K	Mur-2	109	155	2632	4.90	Gray	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..		
Jewett, New-Day	1095	deLSDed-K	Mur-2	109	155	2632	4.90	Gray	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..		
Jordan, 8J	1695	Sport-E	Budd-2	116	..	*2915	4.45	Red/Gry	E&M	Fol-V	Yes	SW	Elgin	BMM-R	Gro-D	Spar	E&J	None	John-T	Gab-4	None	None	None	..		
Jordan, 8J	1845	Sedan-K	Budd-4	116	..	*2900	4.45	Blu/Gry	E&M	Fol-V	Yes	SW	Elgin	BMM-R	Gro-D	Spar	E&J	None	John-T	Gab-4	None	None	None	..		
Jordan, 8A	2275	Tour-K	Ohio-4	125 1/2	..	..	..	4.45	Blu/Gr	E&M	Brew	Fol-V	Yes	Wal	BMM-R	Gro-D	Spar	Hall	..	..	..	..	..	..		
Jordan, 8A	2575	Brm-K	Ohio-4	125 1/2	..	..	..	4.45	Blu/Gr	E&M	Brew	Fol-V	Yes	Wal	BMM-R	Gro-D	Spar	Hall	..	..	..	..	..	..		
Jordan, 8A	2675	Sedan-K	Bry-4	125 1/2	..	..	..	4.45	Blu/Gr	E&M	Brew	Fol-V	Yes	Wal	BMM-R	Gro-D	Spar	Hall	..	..	..	..	..	..		
Jordan, 8A	2975	Sedan-N	Ohio-4	122	..	..	..	4.10	Blu/Gry	E&M	Brew	Fol-V	Yes	Wal	BMM-R	Gro-D	Spar	Hall	..	..	..	..	..	..		
Kiesel, 6-55 Std	1585	Phae-K	Own-4	121	..	3130	..	..	..	Troy	Tri-V	Tri	SW	PW	BMM-R	NGE-D	..	Hall	None	John-T	Gab-4	Own	Own-b	None		
Kiesel, 6-55 Std	1695	Brm-L	Own-2	121	..	3450	..	..	..	Troy	Tri-V	Tri	SW	PW	BMM-R	NGE-D	..	Hall	None	John-T	Gab-4	Own	Own-b	None		
Nine other models with same equipment.																										
Kiesel, 6-55 deLuxe	1785	Phae-K	Own-4	121	..	3320	..	..	..	Troy	Tri-V	Tri	SW	PW	BMM-R	NGE-D	..	Hall	None	John-T	Gab-4	Own	Own-b	Perf		
Kiesel, 6-55 deLuxe	2485	Coupe-D	Own-2	121	..	3520	..	..	..	Troy	Tri-V	Tri	SW	PW	BMM-R	NGE-D	..	Hall	None	John-T	Gab-4	Own	Own-b	Perf		
Ten other models with same equipment.																										
Kiesel, 8-75 Std	1985	Phae-K	Own-4	126	..	3930	..	..	..	Troy	Tri-V	Tri	SW	PW	BMM-R	NGE-D	..	Hall	None	John-T	Gab-4	Own	Own-b	None		
Kiesel, 8-75 Std	2095	Brm-L	Own-4	126	..	3716	..	..	..	Troy	Tri-V	Tri	SW	PW	BMM-R	NGE-D	..	Hall	None	John-T	Gab-4	Own	Own-b	None		
Nine other models with same equipment.																										
Kiesel, 8-75 deLuxe	2185	Phae-K	Own-4	126	..	3520	..	..	..	Troy	Tri-V	Tri	SW	PW	BMM-R	NGE-D	..	Hall	None	John-T	Gab-4	Own	Own-b	Perf		
Kiesel, 8-75 deLuxe	2985	Brm-Sed-K	Own-4	126	..	4160	..	..	..	Troy	Tri-V	Tri	SW	PW	BMM-R	NGE-D	..	Hall	None	John-T	Gab-4	Own	Own-b	Perf		
Ten other models with same equipment.																										
Locomobile, Jun 8	1785	Tour-H	ABC-4	124	180	3000	5.11	..	..	Shep	Rost	Tr-V	Std	SW	PW	BMM-R	NGE-D	EA	Ind	Ind	None	Yale-T	Wat-4	Eatn	None	Own
Locomobile, Jun 8	2150	Road-E	ABC-2	124	180	3100	5.11	..	..	Shep	Rost	Tr-V	Std	SW	PW	BMM-R	NGE-D	EA	Ind	Ind	None	Yale-T	Wat-4	Eatn	None	Own
Locomobile, Jun 8	2285	Sedan-K	McF-4	124	180	3400	5.11	..	..	Shep	Rost	Tr-V	Std	SW	PW	BMM-R	NGE-D	EA	Ind	Ind	None	Yale-T	Wat-4	Eatn	None	Own
Locomobile, Jun 8	2290	Brm-K	McF-4	124	180	3350	5.11	..	..	Shep	Rost	Tr-V	Std	SW	PW	BMM-R	NGE-D	EA	Ind	Ind	None	Yale-T	Wat-4	Eatn	None	Own
Locomobile, Jun 8	2265	Coupe-D	McF-2	124	180	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	
Locomobile, 90	5600	Tour-H	BR-4	138	196	..	4.15	..	..	Rost	Fol-V	Std	Wal	Wal	BMM-R	US-D	Klax	Aga	Pres	Yale-T	Wat-4	Eatn	None	Own		
Locomobile, 90	5900	Brm-E	Mer-2	128	196	..	4.15	..	..	Rost	Fol-V	Std	Wal	Wal	BMM-R	US-D	Klax	Aga	Pres	Yale-T	Wat-4	Eatn	None	Own		
Locomobile, 90	6250	Coupe-D	HR-2	138	196	..	4.50	..	..	Rost	Fol-V	Std	Wal	Wal	BMM-R	US-D	Klax	Aga	Pres	Yale-T	Wat-4	Eatn	None	Own		
Locomobile, 90	7200	Sedan-K	Mer-4	138	196	..	4.50	..	..	Rost	Fol-V	Std	Wal	Wal	BMM-R	US-D	Klax	Aga	Pres	Yale-T	Wat-4	Eatn	None	Own		

\*Shipping weight: ABC—Auto Body Co.; AC—AC spark plug; Ains—Ainsworth; Amer—American; ArtW—Art Works; B—Bumper; B&S—Briggs & Stratton; Biddle & Smart; Biflex—Biflex; Bl—Blk—Black; Blsw—Blissom; Blu—Blue; BMM—Boyce Moto-Meter; Bos—American Bosch; Bust—Boston; BR—Blue Ribbon; Brew—Brewster; Brdg—Briggs; ERL—Esker R. & L.; Brn—Brown; Brun—Brunn; Bry—Bryant; Busch—Robert Bosch; Buil—Bullard; Cent—Central; CG—C. G. Spring & Bumper; Cha—Champion; Corb—Corbin; Cowls—Cowles; CS—Culver-Stearns; D—Dash; Del—Delco; Det—Detroit Carrier; Diet—Dietrich; EA—E. A. Laboratories; Eatn—Eaton; E&M—English & Mersiek; Elg—Elgin; E&M—English & Mersiek; F—Fender guards; Fish—Fisher; Fltw—Fleetwood; Fol—Folberth; Gab—Gabriel; Glad—Gladiator; Glak—Glasscock; Got—Gottfredson; Grn—Green; Gro—Grodan; Gry—Gray; Guid—Guide; Har—Hartford; Hav—Havhill; Hers—Hershey; Hilu—Hilab; Hou—Houdaille; H—Hand; Ind—Indiana; John—Johnson; Jud—Juddkins; Kell—Kellogg; Koko—Kokomo; LimB—Limousine Body; Lin—Lincoln; Lov—Lovejoy; Mar—Maroon; Mer—Merrimac; McF—McFarlane; Mol—Moline; MoIe—Molekin; MME—Missouri Motor Equipment; MP—Motor Products; Mur—Murphy; Nag—Nagle; NE—New Era (bumper); NE—North East; NGE—National Gauge & Equipment; Opt—Optional; Out—Outlook; Perf—Perfection; Phi—Philco; Full—Fuller; PW—Phinney-Walker; R—Radiator; Rac—Racine; Robb—Robbins; Roc—Rochester; Ros—Rosland; S—Switch; Sar—Sargent; SHC—Sedan Body Co.; Sei—Seaman; Shep—Shepard; Snd—Sand; Sp—Sparton; Std—Standard; Ste—Sterling; Str—Stromberg; SW—Stewart Warner; T—Tank; T—Transmission; Tps—Tango; Tele—Tele-Gage; Terns—Ternstedt; The—Thorn; TJC—T. J. Corcoran; Tri—Trico; Troj—Trojan; UC—Union City; US—United States Gauge; V—Vacuum type; Var—Various; W—Steering Wheel; Wal—Watson; Whar—Wharton; Wil—Wilson; Z—Zenith.

**Out on the Coast**  
By John Wetmore

Los Angeles, Feb. 1.—Oldtimers and others who may have been interested in reading some of my recollections of the early days of the sport and industry, not having seen any of them in Automotive Daily News for a month or more, must not jump to the conclusion that I have at last reached an age so advanced that I have lost my memory. Knowing how crowded A. D. N. columns must be with show stuff and news of the new year, I have let up for a while in sending mere memories.

My last "memory" had to do with those never-to-be-forgotten Glidden tours. By way of introduction to my recollections of them I outlined their importance to the industry and their influence on car designing and construction in those days, and then left my readers "flat," looking forward expectantly, perhaps, for what was soon to follow. The first Glidden tour followed, a year later, the A. A. A. St. Louis run of July 25 to August 10, 1904, of which I have already written. It was really the second of the annual endurance runs promoted by the American Automobile Association, St. Louis being the first. Charles J. Glidden, an early balloon enthusiast, who had also won fame through making the first tour around the world in a motor car, was the donor of the trophy that gave to the tour its more generally used name. On those tours it was more than once my pleasure to ride beside him, listen to tales of his round-the-world trip and imbibe some of his ever-present enthusiasm over the joys of touring and his optimism over the future of the automobile. His was an ever-active mind, demanding something doing all the time, so, between stories we used to play what he called "live poker," he taking the live beasts and fowl on his side of the car and I those on mine. A man yielded so many dimes, a horse so many and a chicken so many, to be paid to the other as they were passed on the winner's side of the car. It was a good gamble; in fact, far more interesting to my mind than the modern "auto poker," based on passing license numbers.

The first Glidden tour was from New York to Bretton Woods, N. H., in the White Mountains. It was run July 11-22, 1905, overnight stops being made successively at Hartford, Boston, Portsmouth, Bretton Woods (three days' rest), Concord, Worcester and Pittsfield, a distance of 871 miles. Thirty-five cars, carrying 138 passengers, participated. Twenty-eight finished the tour. The trophy was awarded to Percy P. Pierce (Pierce), who had a perfect score. This, by the way, was the first of the unbroken series of Pierce victories in the early Glidden tours, which really put this forerunner of the Pierce-Arrow on the map as America's most conspicuous endurance performer of those days.

Prominent among the finishers and pilots were such well-known figures in the sport and industry as W. C. Temple of Pittsburgh, donor of the historic baseball trophy bearing his name; H. W. Whipple (Peerless); Augustus Post and Walter C. White (White); Harold L. Pope (Pope-Tribune); A. W. Church of Wyckoff, Church & Partridge (Deauville); A. L. Pope, Pope-Toledo; Benjamin Briscoe (Maxwell); Robert Lee Morrill (Locomobile); "Sammy" Stevens, of Ormond racing fame (Durracq); R. E. Olds and R. M. Owen (Reo), and Jack Kerrison, dean of Boston automobile daily newspaper writers (8 h. p. Cadillac).

Incidentally I remember that the dusty, travel-stained, none-too-quiet Glidden tourists did not get a very warm welcome from the ex-



**TERNSTEDT  
RADIATOR  
EMBLEMS**

which so distinctively express the individuality of the cars upon which they appear, will be featured on many leading automobiles this coming year. Look for them when you visit the Show.



# TERNSTEDT

*World's Largest Manufacturers of Automobile Body Hardware*



Advanced ideas in automobile body hardware design are strikingly evidenced in the new motor car models exhibited at this year's Shows—advancements developed by Ternstedt that contribute materially to the high standards of beauty, comfort, convenience and utility so splendidly exemplified by these new cars.

TERNSTEDT MANUFACTURING COMPANY, DETROIT  
Division of Fisher Body Corporation

**CHICAGO AUTO TRADE ASSN.  
PROTESTS LONG PAYMENTS**

Chicago, Feb. 1.—The Chicago Automobile Trade Association has adopted a resolution condemning the practice of lowering the amount of money to be paid down on a car and stretching the installments over a long period of time. It adopted the platform which the National Automobile Dealers' Association presented to the National Association of Finance Companies.

**ONTARIO GAS TAX SHOWS  
DROP DURING DECEMBER**

Montreal, Feb. 1.—The three cents per gallon tax on gasoline consumption by the Ontario government yielded \$200,000 revenue in December, a drop of \$56,000 from November receipts, the provincial treasurer announced.

clusive, ultra-fashionable clientele of the Hotel Washington at Bretton Woods, any more than were the racing cohorts welcomed by the super-conservative guests of the Hotel Ormond at Ormond Beach.

**Extensive Highway  
Building Planned**

Special from A. D. N. Washington Bureau

Washington, Feb. 1.—North Carolina and Virginia are inaugurating ambitious highway plans to be carried out within the next five years that will exceed any similar movements in the history of either state, according to information obtained by the American Highway Educational Bureau.

The incentive for a gigantic road-building program in the two states, it is explained, is due to the nationwide popularity of Florida on account of its excellent roads.

From North Carolina comes word that 1926 will see that state well on the way with a well organized road-building program. Everywhere throughout the state, it is pointed out, there is evidence of a spirit of confidence in state affairs and "it becomes more clear with each new development that there never has been a difference of opinion as to the need of modern roads," the education bureau states.

**FIAT EXPECTED TO  
LEAD ITALY IN OUTPUT**

Washington, Feb. 1.—Production of cars in the Turin district of Italy during 1925 numbered 33,350, as compared with 31,950 for the preceding year, the Department of Commerce announced today.

From all indications the outstanding car from point of production during 1926 will be the Fiat model 509. A decided decrease has been noted in the demand for closed cars similar to the coach in this country.

**ZERO WEATHER BRINGS  
BUSINESS TO GARAGES**

Flint, Mich., Feb. 1.—Local garages are swamped with business as a result of sub-zero weather. Storage space in heated garages is at a premium and the continued cold has caused so many cases of frozen oil and frosted radiators that garages can hardly take care of them.

**Good Automotive  
Outlook in Holland**

Special to A. D. N.

Amsterdam, Feb. 1 (U. T. P. S.)—The automotive situation in Holland at the end of 1925 was entirely encouraging, according to S. C. Griswold, general manager of the Ford Motor Company.

Regarding the coming Rijwielen Automobile Industries Exhibition, Griswold believed the show would be most successful for all American makes of cars, including the new Ford and Lincoln models.

The small cars made on the continent seem too light for Dutch roads, and are not serious competitors for Fords and other light American makes, Griswold believes. Tractors for general farming purposes are being looked upon with increasing favor, he said. The business outlook is somewhat limited, but the volume of trade in that line is increasing.

"The European market has a great future, but the rate of increase in auto purchasing will depend on the speed of the economic recovery," he said in conclusion.

## BODY AND EQUIPMENT TABLE OF 1926 PASSENGER CARS

(Continued from Page 10)

Make and Model of Car	Price	Body Type & Seat Plan	Make of Body & No. Doors	Wheelbase	Length	Weight	Gear Ratio	Color Scheme of Body	Make of Hardware	Windshield	Make & Type of Windshield Cleaner	Make of Rear View Mirror	Make of Speedometer	Make of Clock	Make of Engine Heat Indicator	Make & Location of Gasoline Gauge	Make of Horn	Make of Head Lamps	Make of Tail Combination & Stop Lamp	Make of Clear Lighter	Make & Location of Car Lock	Make & No. of Shock Absorbers	Make of Front Bumpers	Make & Type of Rear Bumper	Make of Closed Car Heater	Make of Tire Carrier
Paige	1495	Tour-N	Mur-4	125	..	..	4.80	Gray	Terns	..	Fol-V Yes	SW Ster	NGE-D Taa-D	Spar	..	Stover	None	Hers-W	Weld-4	None	None	None	None	None	None	
Paige	1495	Sedan-K	Mur-4	125	..	..	4.80	Gray	Terns	..	Fol-V Yes	SW Ster	NGE-D Taa-D	Spar	..	Stover	None	Hers-W	Weld-4	None	None	None	None	None	None	
Paige	1670	deLsed-K	Mur-4	125	..	..	4.80	Gray	Terns	..	Fol-V Yes	SW Ster	NGE-D Taa-D	Spar	..	Stover	None	Hers-W	Weld-4	Yes	Yes-f	Perf	..	..	..	
Talke	1995	Sedan-N	Mur-4	125	..	..	4.80	Gray	Terns	..	Fol-V Yes	SW Ster	NGE-D Taa-D	Spar	..	Stover	None	Hers-W	Weld-4	None	None	None	None	None	None	
Peerless, 6-80	1495	Sedan-H	Gtf-2	116	..	..	4.45	Opt	..	..	Tri-V Tri	AC None	None NGE-D	..	TJC	None	H&S-T	Gab-4	Earn	Earn-b	None	None	None	None	None	..
Peerless, 6-80	1595	Sedan-K	Gtf-2	116	..	3075	4.45	Opt	..	Tri-V Tri	AC None	None NGE-D	..	TJC	None	H&S-T	Gab-4	Earn	Earn-b	None	None	None	None	None	..	
Peerless, 6-72	1895	Phae-K	Pull-4	126	..	..	4.90	Opt	..	..	Fol-V Trl	SW Elgin	BMM-R Gro-D	Guid	..	Yale-T	Gab-4	Earn	Earn-f	None	None	None	None	None	Det	
Peerless, 6-72	1995	Tour-M	Pull-4	133	..	..	4.90	Opt	..	..	Fol-V Trl	SW Elgin	BMM-R Gro-D	Guid	..	Yale-T	Gab-4	Earn	Earn-f	None	None	None	None	None	Det	
Peerless, 6-72	2195	Road-G	Gtf-2	133	..	..	4.90	Opt	..	..	Fol-V Trl	SW Elgin	BMM-R Gro-D	Guid	..	Yale-T	Gab-4	Earn	Earn-f	None	None	None	None	None	Det	
Peerless, 6-72	2295	Coupe-D	BRL-4	126	..	..	4.90	Opt	..	..	Fol-V Trl	SW Elgin	BMM-R Gro-D	Guid	..	Yale-T	Gab-4	Earn	Earn-f	None	None	None	None	None	Det	
Peerless, 6-72	2395	Sedan-K	BRL-4	126	..	..	4.90	Opt	..	..	Fol-V Trl	SW Elgin	BMM-R Gro-D	Guid	..	Yale-T	Gab-4	Earn	Earn-f	None	None	None	None	None	Det	
Peerless, 6-72	2695	Sedan-M	BRL-4	133	..	..	4.90	Opt	..	..	Fol-V Trl	SW Elgin	BMM-R Gro-D	Guid	..	Yale-T	Gab-4	Earn	Earn-f	None	None	None	None	None	Det	
Peerless, 6-72	2695	Lim-N	BRL-4	133	..	..	4.90	Opt	..	..	Fol-V Trl	SW Elgin	BMM-R Gro-D	Guid	..	Yale-T	Gab-4	Earn	Earn-f	None	None	None	None	None	Det	
Peerless, 8-69	2995	Road-E	..-2	128	..	..	4.90	Opt	..	..	Fol-V Trl	Wal Wal	BMM-R Gro-D	Guid	..	Yale-T	Gab-4	Earn	Earn	None	None	None	None	None	Det	
Peerless, 8-69	3495	Sedan-K	..-2	128	..	..	4.90	Opt	..	..	Fol-V Trl	Wal Wal	BMM-R Gro-D	Guid	..	Yale-T	Gab-4	Earn	Earn	None	None	None	None	None	Det	
Peerless, 8-69	3595	Sedan-N	..-2	128	..	..	4.90	Opt	..	..	Fol-V Trl	Wal Wal	BMM-R Gro-D	Guid	..	Yale-T	Gab-4	Earn	Earn	None	None	None	None	None	Det	
Pierce-Arrow, 80	2895	Tour-N	Own-4	130	190	3285	4.45	Opt	..	Own	Tri-V Ncne	Wal Wal	None Bost-T	Klux Aga	Aga	None	Yale-S	Hou-4	Sager	None	None	None	None	None	Own	
Pierce-Arrow, 80	2895	Runt-E	Own-2	130	202	3205	4.45	Opt	..	Own	Tri-V None	Wal Wal	None Bost-T	Klux Aga	Aga	None	Yale-S	Hou-4	Sager	None	None	None	None	None	Own	
Pierce-Arrow, 80	3095	Tour-H	Own-2	130	190	3260	4.45	Opt	..	Own	Tri-V None	Wal Wal	None Bost-T	Klux Aga	Aga	..	Yale-S	Hou-4	Sager	None	None	None	None	None	Own	
Pierce-Arrow, 80	3165	Coach-L	Own-4	130	190	3430	4.45	Opt	..	Own	Tri-V None	Wal Wal	None Bost-T	Klux Aga	Aga	..	Yale-S	Hou-4	Sager	None	None	None	None	None	Own	
Pierce-Arrow, 80	3695	Coupe-I	Own-2	130	190	3335	4.45	Opt	..	Own	Tri-V None	Wal Wal	None Bost-T	Klux Aga	Aga	Cuno	Yale-S	Hou-4	Sager	None	None	None	None	None	Own	
Pierce-Arrow, 80	3829	Open-Lan-I	Own-2	130	190	3365	4.45	Opt	..	Own	Tri-V None	Wal Wal	None Bost-T	Klux Aga	Aga	Cuno	Yale-S	Hou-4	Sager	None	None	None	None	None	Own	
Pierce-Arrow, 80	3895	Sedan-K	Own-4	130	190	3440	4.45	Opt	..	Own	Tri-V None	Wal Wal	None Bost-T	Klux Aga	Aga	Cuno	Yale-S	Hou-4	Sager	None	None	None	None	None	Own	
Pierce-Arrow, 80	4045	EDLan-N	Own-4	130	190	3615	4.45	Opt	..	Own	Tri-V None	Wal Wal	None Bost-T	Klux Aga	Aga	Cuno	Yale-S	Hou-4	Sager	None	None	None	None	None	Own	
Pierce-Arrow, 80	4090	EDLan-N	Own-4	130	190	3615	4.45	Opt	..	Own	Tri-V None	Wal Wal	None Bost-T	Klux Aga	Aga	Cuno	Yale-S	Hou-4	Sager	None	None	None	None	None	Own	
Three other models with same equipment.																										
Pontiac, 6	825	Coach-L	Fish-2	110	..	..	4.18	Blk/Gry	Fish	V	Yes	..	..	..	..	Ind	None	None	..	..	..	..	..	..	..	
Pontiac, 6	825	Coupe	Fish-2	110	..	..	4.18	Blk/Gry	Fish	V	Yes	..	..	..	..	Ind	None	None	..	..	..	..	..	..	..	
Reo, T6	1395	Tour-K	..-4	120	180	*3182	4.70	Snd/Gry	..	Glad-H	Yes	NE	None NGE-T	Klux	..	..	Yale-T	None	None	None	None	None	None	None	None	Own
Reo, T6	1665	Road-E	..-2	120	188	*3350	4.22	Snd/Gry	..	Glad-H	Yes	NE	None NGE-T	Klux	..	..	Yale-T	None	Yes	Yes-b	None	None	None	None	None	Own
Reo, T6	1495	Coupe-A	..-2	120	174	2320	4.70	Snd/Gry	..	Glad-V	Yes	NE	None NGE-T	Klux	..	..	Yale-T	None	None	None	None	None	None	None	None	Own
Reo, T6	1565	Sedan-K	..-4	120	174	3400	4.70	Blu/Gry	..	Glad-V	Yes	NE	None NGE-T	Klux	..	..	Yale-T	None	None	None	None	None	None	None	None	Own
Reo, T6	1745	deLsed-K	..-4	120	174	3400	4.70	Blu/Gry	..	Glad-V	Yes	NE	None NGE-T	Klux	..	..	Yale-T	None	None	None	None	None	None	None	None	Own
Rickenbacher, 6	1750	Phae-K	Own-4	117	163	..	4.70	..	Terns	Ains	Tri-V Std	SW Ster	NGE-D NGE-D	Guid	..	TJC	Cuno	Hers-W	Har-4	None	None	None	None	None	Det	
Rickenbacher, 6	1750	Road-E	Own-2	117	163	..	4.70	..	Terns	Ains	Tri-V Std	SW Ster	NGE-D NGE-D	Guid	..	TJC	Cuno	Hers-W	Har-4	None	None	None	None	None	Det	
Rickenbacher, 6	2095	Sedan-K	Own-4	117	163	..	4.70	Blk/Gry	Shep	Terns	Tri-V Std	SW Ster	NGE-D NGE-D	Guid	..	TJC	Cuno	Hers-W	Har-4	None	None	None	None	None	Det	
Rickenbacher, 6	2195	Sedan-N	Own-4	117	163	..	4.70	Blk/Gry	Shep	Terns	Tri-V Std	SW Ster	NGE-D NGE-D	Guid	..	TJC	Cuno	Hers-W	Har-4	None	None	None	None	None	Det	
Rickenbacher, 6	1895	Brougham-K	Own-4	117	163	..	4.70	Blk/Gry	Shep	Terns	Tri-V Std	SW Ster	NGE-D NGE-D	Guid	..	TJC	Cuno	Hers-W	Har-4	None	None	None	None	None	Det	
Rickenbacher, 6	1920	CpeRd-E	Own-2	117	162	..	4.70	Blk/Gry	Shep	Terns	Tri-V Std	SW Ster	NGE-D NGE-D	Guid	..	TJC	Cuno	Hers-W	Har-4	None	None	None	None	None	Det	
Rickenbacher, 6	1695	CpeSed-K	Own-2	117	163	..	4.70	Blk/Gry	Shep	Terns	Tri-V Std	SW Ster	NGE-D NGE-D	Guid	..	TJC</										

## French Mfrs. Averse To Use of Superchargers

By L. N. PETARD

A. D. N. Staff Correspondent

PARIS, Feb. 1.—Supercharging is still considered by many in France as an evil brought about by ill-considered racing rules based on cylinder measurements, instead of being, as it is often considered they should, on a maximum fuel allowance per mile.

The same experts claim that the advantages of supercharging can better be secured through simply increasing engine dimensions.

Supporters of supercharging claim that the system has positive advantages that will make it desirable on stock cars and that the engineers who first used it to "cheat the rule" did not realize the possibilities of the idea. They claim reduced gasoline consumption per horse power actually delivered, this on account of improvements in mixture quality due to greater turbulence in the apparatus, the manifolds and the combustion chambers. They claim freedom from dilution and from the disturbances created in ordinary engines by the least faults in manifold design.

They claim that supercharging will permit considerable weight reduction throughout the car without reduction in its carrying capacity or its performance.

Their opponents claim the supercharger to be an extremely delicate and rapidly worn mechanism, which will add greatly to upkeep costs; they also blame it for noisiness. Defenders answer by showing hundreds of thousands of rotary pumps used in industry giving quiet and satisfactory services for periods extending much beyond the usual life of a car. "Antis" assert that exhaust valves and spark plugs burn out like kindling in supercharged engines. "Pros" retort that all recent automobile developments now considered as necessities gave trouble in their early stages.

The consensus of unbiased opinion is that a fair chance should be given the supercharger and that it has shown up well enough so far to warrant thorough experimentation.

The German Mercedes is the only genuinely important European make to have fitted its stock cars with superchargers. The apparatus used is admittedly inferior to those more recently developed, yet there seems to be no radical objection against it coming from users of the machines except that it is rather noisy and that it makes it very easy for an incompetent driver to burn out his connecting rod bearings.

A French small car, the B. N. C., is being brought out fitted with a Cozette supercharger for 1926. The firm, though a relatively small one, has a good reputation for quality and its move is watched with interest.

Other makers all seem to experiment on the quiet or to practice "watchful waiting."

It seems proven that the supercharger will not, as some expected, eliminate the gearbox. It does not seem practically possible to use it to boost engine torque at low or medium speeds and thus do away with the necessity for gearing down on hills or in hard running. All that appears possible at present is to use it to maintain torque at high speed and improve the performance towards the peak of the power curve. This permits of using smaller engines and lighter transmission parts, provided that the driver is satisfied to more frequently use his change speed gear so as to always keep his engine running fast. Having tried to get away from this viewpoint seems to be the main cause of the Mercedes difficulties.

In the present stage, superchargers appear to be a more desirable adjunct on small cars than on large ones.

It is generally conceded that the proper location of a supercharger is between the carburetor and the engine, which is the American Duesenberg practice, and is contrary to the original European practice of placing the

## WITH THE TRADE

### BUILDING READY

Los Angeles, Cal., Feb. 1.—The new building at 27th and Figueroa Streets, being built by Roy L. Donley, Inc., manufacturer of a leather cloth for automobile covering, is now ready for occupancy. Increased demand for the covering made necessary for additional salesrooms.

### EGOLF JOINS TIMKEN

Detroit, Feb. 1.—Fred M. Egolf, formerly with the Haskellite Manufacturing Company, has joined the Timken-Detroit Axle Company as railway representative. He will travel in Eastern territory only, devoting his time to calling on the various electric and steam railways in the interests of Timken axles and the motor coach and truck builders using them.

### PORTABLE PRESS

Portland, Ore., Feb. 1 (U. T. P. S.)—Patents on a new portable press especially designed for speeding up automotive work have been received by L. Carle Butts, machinist of this city. The press is designed for a wide variety of uses.

### DUDLO EXPANDING

Fort Wayne, Ind., Feb. 1 (U. T. P. S.)—The Dudlo Manufacturing Company will erect a new building costing \$100,000, according to George A. Jacobs, general manager of the automobile coil manufacturing company. The building is being erected to house workers formerly employed in a downtown branch plant because of insufficient working space at the main plant.

### WILLARD MEETING

Memphis, Tenn., Feb. 1.—Willard battery dealers from all over the South were here Wednesday holding a business meeting at the Hotel Chisca. R. C. Vincent of this city and J. S. Dunbar of Atlanta were in charge of the gathering.

## Rex Manufacturing Collegian Bodies

Connersville, Ind., Feb. 1.—A large field of buyers for both new and used automobiles is being opened up to Ford dealers throughout the country by means of a new body type designed by the Rex Manufacturing Company, Connerville, Ind., officials of the company claim.

The Rex company has designed a "Collegian" roadster body, which has the two-color finish, low graceful lines and sportive appearance that appeals to youth.

The body can be installed on either new or used Ford chassis, it is claimed.

These new roadster bodies have sweeping stream lines and are covered with leather fabric in two colors. They have one piece windshields, and those low bucket seats containing springy comfort.

The frame is constructed to eliminate any possibility of squeaks or rattles, it is claimed. It is covered with board and strip metal walls, which are covered with heavy duck and padding, over which the leather fabric is upholstered. The darker shade of leather fabric covers the upper portions of the body, forming a stripe along the sides in contrast to the lighter undertone. The hood is finished in the same shades as the body.

### carburetor between the supercharger and the engine.

The Root blower type of supercharger is losing favor on account of noisiness, loss of efficiency after the slightest wear and relatively small air output in proportion to its bulk. It also seems unable to generate only very low pressures.

The purely centrifugal supercharger, similar to an inclosed fan or a centrifugal water pump, would be ideal for simplicity, absence of wear and running balance. They, however, require either excessive size or extremely high running speeds. In the first case they are two cumbersome; in the second, they necessitate high ratio driving gears that call for expensive care in manufacture, are difficult to properly design and find room for and are likely to be noisy.

Reciprocating pumps are out of the question.

The only other known resource is the rotary vane pump. It is the style of supercharger most commonly used now in Europe, and that on which all new developments are based.

A word of caution to supercharger designers based on the French engineer's experience: Gear drives are not adaptable on stock cars, as too noisy and too likely to be smashed by the antagonism between rotor inertia and crank-shaft torsional vibration. Direct crankshaft connection is almost the only possible drive, but even that requires careful proportioning between the inertia of the supercharger rotor located in front and that of the engine flywheel, located at the back. Several cases of broken crankshafts have resulted from neglect of this detail in the first experimental applications.

A proposed method of eliminating this difficulty, and one which brings about the additional advantages of greater convenience in mounting and of the possibility of varying the speed of the supercharger without varying that of the engine, consists in driving the rotor by means of a small electric motor, taking its current from the car's electrical system.

has arranged to retire from the Iron Store and devote full time to manufacturing. He has bought the Park plant, in the midway district, and will continue its work as a separate organization under the same name, the Park Manufacturing Company.

### WAYNE TANK EXPANDS

Fort Wayne, Ind., Feb. 1 (U. T. P. S.)—The engineering department of the Wayne Tank and Pump Company has been extended to include the production of factory order department, and A. P. Hitzeman of the engineering department has assumed complete charge of the combined departments. Announcement of the consolidation has been made by W. F. Brandt, general superintendent. It was also stated by Mr. Brandt that W. M. Baxter has been appointed chief engineer in charge of all experimental work at the company plant, which manufactures gasoline pumps and tanks.

## CROOKER FUND BENEFITS THROUGH S. A. E. BOUTS

New York, Feb. 1.—The Richard A. Crooker fund was benefited to the extent of approximately \$1,200 by the amateur boxing contest held during the week of the New York show under the auspices of Automotive Boosters Club No. 13, New York. The contest was held at the hall of the Society of Professional Automotive Engineers and staged by Jack Kirk of the New York boosters with the support of the boosters entertainment committee, headed by William Kandel. Several hundred show week visitors attended.

### HUPP DEALER MOVES

Santa Ana, Cal., Feb. 1.—The Moulton Company, Hupmobile representative, has moved from 508 North Broadway to 102 North Sycamore St., where the quarters have been remodeled.

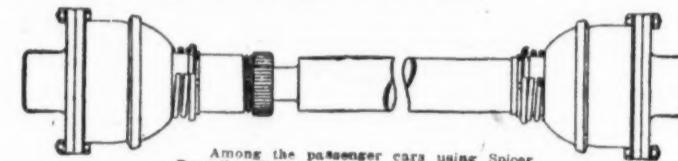
DEALERS, connect yourselves with the greatest patented automotive necessity in the United States. LOSE NO TIME—Get our proposition at once, without delay.

1111-1113 S. BROAD ST.,  
Philadelphia, Pennsylvania

## OVER THIRTY LEADING MAKES

Over thirty leading makes of good cars and trucks are now driven through Spicer Universal Joints. Silent and efficient, hidden away under the body, they will never attract your attention, so we speak for them. Your car may weave over rough roads, each

wheel in turn raised high above the others; you may buck deep mud or snow, but, no matter how hard you drive, you can rely upon the Spicer Propeller Shaft under all conditions to deliver the full power of the motor to the driving axle for the entire life of the car.



Among the passenger cars using Spicer Propeller Shafts:

Cadillac

Cleveland

Cole

Durant

Elcar

Emes

Flint

Franklin

Hudson

Lincoln

Locomobile

Marmon

Moon

Peerless

Pierce Arrow

Star

Studebaker

Willis Ste. Claire



Spicer Manufacturing Corp.,  
South Plainfield, N. J.  
Parish Manufacturing Corp., Reading, Pa.  
Salisbury Axle Co., Jamestown, N. Y.

Associated **Spicer** Companies

Parish  
HEAT-TREATED FRAMES

# Automotive Daily News

"Of, By and For the Entire Automotive Industry"

Published Every Day Except Saturday and Sunday by  
AUTOMOTIVE DAILY NEWS PUBLISHING CORPORATION,  
25 City Hall Place, New York, N. Y.

DETROIT BUREAU, 2-144 GENERAL MOTORS BUILDING. EMPIRE 3500

Entered as second-class matter August 27, 1925, at the post office at New York,  
N. Y., under the Act of March 3, 1879.

O. J. Elder, President; George M. Slocum, Vice-President; G. L. Harrington,  
Treasurer; Alexander Johnston, Secretary.

TUESDAY, FEBRUARY 2, 1926

Advertising Headquarters—1926 Broadway, New York, N. Y. Telephone Trafalgar 4500.  
Harry A. Tarantous, Advertising Manager; George M. Slocum, Manager Detroit  
Bureau; General Motors Building, Detroit, Mich.; C. H. Shattuck, Western Manager,  
168 North Michigan Ave., phone Central 5936, Chicago, Ill.; Metz B. Hayes, New Eng-  
land Manager, Little Building, Boston, Mass.; Blanchard, Nichols & Coleman, Amer-  
ican National Bank Building, San Francisco, Cal.; Lincoln Building, Los Angeles, Cal.;  
2037 Henry Building, Seattle, Wash.

Address ALL advertising correspondence for New York office to 1926 Broadway,  
New York City.

Editorial Department—25 City Hall Place, New York, N. Y.

Telephone Franklin 3960.

Alexander Johnston, Editor; Don Wallace Robinson, Managing Editor; Walter  
Boynton, Editor Detroit Bureau, Detroit, Mich.; Contributing Editors: John C.  
Wetmore, Clyde Jennings.

SUBSCRIPTION RATES

United States and Possessions and Canada: One year, \$12.00. Six months, \$6.00.

Single copies, 10 cents.

Foreign subscriptions: One year, \$15.00. Six months, \$7.50.

Copyright, 1926, Automotive Daily News Publishing Corporation.

## The Export Market Is Here Now

FIGURES just issued by the Department of Commerce giving a new record for automobile exports in December promise even more than appears on the surface.

It is significant that with political conditions still somewhat unsettled in Europe, the buying of motor transportation units is, nevertheless, on the increase. It is noteworthy too, that these new records have occurred in a month which is usually relatively light.

The promise underlying the situation is that the motor vehicle abroad has finally progressed from the realm of luxury into the republic of transportation.

*The export market as a serious, considerable buyer of transport units is here at last. This step forward was further emphasized by the Second World Motor Transport Congress held recently in New York, where all the delegates gave evidence of their conception of this business as related to transportation facilities of their respective countries.*

With this point of view prevailing throughout the world, there is no limit to the export possibilities of the American automobile factories. The foreign field in the future will take from 12 per cent. to 25 per cent. of the American output, and that in any business usually spells the difference between red ink and black.

## Will You Be an Airplane Dealer?

IT is natural for persons in discussing the automobile business to wonder whether the transportation of tomorrow will be through the air, with the automobile relegated to the place of the bicycle.

The airplane is undoubtedly coming to the fore, but the automobile makers and dealers have learned by the experience of history to be prepared for the future.

When the public accepts the airplane universally, if it ever does, these planes will be made by Packard, Marmon, Ford, General Motors and other names prominent today in the motor field.

The men who are selling land motor transport at the present time will be the dealers in air motor transport.

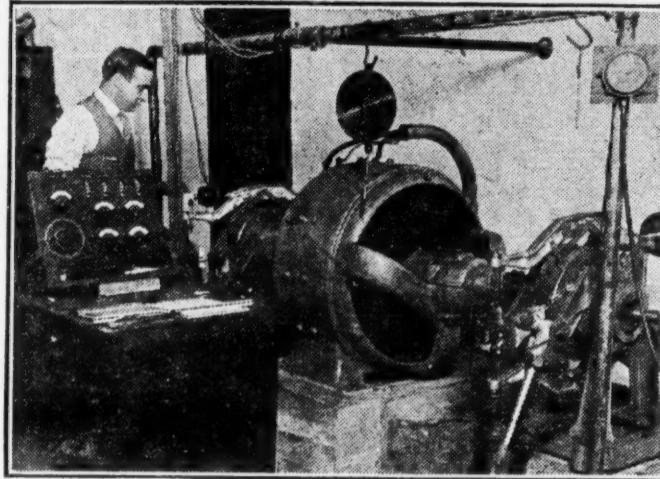
*It is probable however, that this mode of travel will come into popular use much more slowly than did the automobile. Except in the hands of trained pilots the airplane is a highly hazardous vehicle, and it requires much more skill to operate a plane than to drive a motor car. Even though the plane may be much further simplified it will always have the hazard of not resting on solid ground. . . .*

The parking place for the airplane is likewise a much more bothersome subject than confronts the automobile.

In view of these obstacles it appears that the shift from motor transportation will be many years in coming, if at all. Airplane development will probably reach out quite rapidly in commercial lines for high speed transport of light weight, perishable goods over long distances.

Readers of that page in the Automotive Daily News devoted to buses, have commented on the frequency of headlines such as: "Great Northern Reports Buses Cut Its Business." The theater of this drama is the whole country, wherever twin streaks of steel and highways run parallel. These news items, which seem casually repetitive to a few readers, are appraised at their real significance by the student of affairs. The Automotive Daily News carries the message of the strong gains in the bus industry from each local center as the story unfolds. In a single recent issue stories of similar import originated from such widely separate points as Spokane, Wash.; Evansville, Ind., and St. Paul, Minn.

TEST BRAKE LININGS. Photograph below shows Carl H. Roeder of the Federal Bureau of Standards at Washington, D. C., operating one of the machines now being used to test brake linings during experiments being made to determine ways and means to prolong the life and increase the efficiency of linings.



## Ethyl Gas Bill Up In N. Y. Legislature

Albany, N. Y., Feb. 1.—The bill prohibiting the sale and use of leaded or ethyl gasoline, which was defeated at the last session of the Legislature, has been introduced again at this session by Senator Thomas Burchill of the west side.

The measure, which would take effect immediately if passed as drafted, reads as follows:

"The use of leaded gasoline, ethyl gasoline or ethyl gas for the purpose of operating motor vehicles and the sale of the same for such purpose in this state is hereby prohibited. Violation of this section shall constitute a misdemeanor."

## TEXAS DEALERS PLEASED WITH 1925 SHOWING

Austin, Tex., Feb. 1.—Texas automobile dealers are encouraged at the statistics that have appeared in the Automotive Daily News showing that Texas was fourth among the states in the increase in cars in 1925 over 1924. In 1925 Texas motor vehicle registrations gained 134,363, and the only states that had a greater gain were New York, California and Illinois, ranking in the order named.

## NO AUTO SHOW FOR BIRMINGHAM THIS YEAR

Birmingham, Ala., Feb. 1.—At a meeting of the Birmingham Motor Trades Association, on Friday, it was decided that no automobile show would be held in Birmingham this year. An offer was made by the Birmingham News to put on the show without cost to the dealers, but this offer was declined, the members of the association feeling that a free show would not attract a desirable attendance and show be without admission charge. The newspaper insisted that the

## SEATTLE AUTO CLUB IN NEW QUARTERS

Seattle, Feb. 1.—The Automobile Club of Washington announces that it has purchased the two-story concrete and brick building at the southeast corner of Pine Street and Boren Avenue as a new headquarters for the club. The decision was made at a meeting of the board of trustees.

## TRACTOR SCHOOL FOR ARMY

Peoria, Ill., Feb. 1.—The Caterpillar Tractor Company of Peoria will hold a service school on February 17 to 25, the object being to teach men in military service the mechanism and operation of the crawler type of tractor. Capt. Lester M. Kilgariff, executive officer of artillery, has been instructed by the chief of staff of the Sixth Army Corps to select officers to attend this instruction, and it is expected that several hundred will respond.

## U. P. R. R. Co. Orders 1,000 Steel Auto Cars

Topeka, Kan., Feb. 1.—One thousand all-steel automobile cars have been ordered for use on the Union Pacific lines, according to an announcement made from the division offices of the railway lines here.

The General American Car Company of East Chicago will construct 700 of the auto cars and the Pennsylvania Car Company of Kansas City has received orders for the balance. The Chicago order calls for deliveries at from fifteen to twenty per day, starting in May, and the Kansas City order calls for deliveries starting in June.

These cars have a 100,000-pound capacity and have inside measurements of fifty feet and three inches in length. They will be equipped with four-wheel, cast steel trucks and twelve-foot staggered doors. The main feature of the new cars will be the hoisting mechanism on each car, which will facilitate loading and unloading.

## PRODUCTION CUT AT OKLA. CITY FORD PLANT

Oklahoma City, Okla., Feb. 1.—Production at the assembling plant of the Ford Motor Company here has been cut from approximately 200 cars a day to less than 100, and only skeleton shifts are working four days a week, according to J. W. Pipkin, manager.

This cut in production is an annual custom at the plant, Pipkin said, and is caused by the natural slump in sales after the holiday season. The sales force is working full time, and the plant crews will be increased as business picks up. A normal working force of about 1,100 men is expected to be employed by February 12, according to Pipkin.



## CHARLES SCHUTTE BODY CO. MOTOR COACH WORK



## DESIGNERS AND BUILDERS OF HIGHEST GRADE OPEN AND ENCLOSED BODIES



## OFFICES AND FACTORY SOUTH WEST END AVENUE LANCASTER

PENNSYLVANIA

## AUBURN SHOWS NEW FOUR LINE

### Only Brand New 4 At Show Has Features Of Interest

Chicago, Jan. 30.—The only brand new four-cylinder car to be seen at the show is on view in the Auburn booth. This is designated as Model 4-44 and is available in touring, roadster, coupe and sedan types.

Motive power of the new four is furnished by a 3 1/2 x 5 four-cylinder engine developing 21.03 S. A. E. horse power. The crankshaft is supported on five main bearings and the oil pressure varies with the throttle opening.

Seven cross members brace the frame, two of which, the front and rear, are of the tubular type. The steering gear is of the variable ratio type, giving easy steering to the 30x5.25 balloon tires, which are mounted on standard wood wheels.

Four wheel brakes of the Lockheed hydraulic design operate externally on the four drums, while the emergency brake contracts on a drum on the propeller shaft.

Price range of the four models is from \$1,145 for the roadster and touring to \$1,195 for the sedan, thus putting this car in the low-medium price class.

Another feature of the Auburn display which attracted much attention at New York and is bringing throngs to the booth at the Coliseum, is a new coupe. The body of this model is done in Meritas fabric in tones to harmonize with the remaining finish of the car.

Use of Meritas fabric is said to eliminate the painted finish problem. The fabric, before being applied is finished in the exact tone desired and no further painting is necessary. Shrinkage and misfit are eliminated by an unusual drying and stretching process before the fabric is applied.

A unique advantage of this fabric is that its sectionalized installation provides for easy and quick replacement in case of damage through accident.

The new coupe is fitted with cowl ventilator, dome light, Brewster anti-glare windshield, special flowered leather interior finish, back wall space in rear of seat for luggage, instruments grouped under single glass panel on dash, shockproof door catches, heavy velour upholstery and windshield wiper.

Finish of the coupe is in two-tone tan and maroon with a broad dividing belt. Balloon tires and natural wood-finish artillery wheels are standard equipment.

### DEALERS PLEASE WITH BUTTE SHOW PROSPECTS

Butte, Mont., Feb. 1.—The fifth Butte Automobile Show, which will open its doors to the public on February 4, promises to outdo all previous shows of this character, according to present indications.

It is expected that all records for attendance will be broken. Reservations for floor space have been coming in far in advance. The latest in the automotive products featuring both cars and the latest accessories obtainable will be shown.

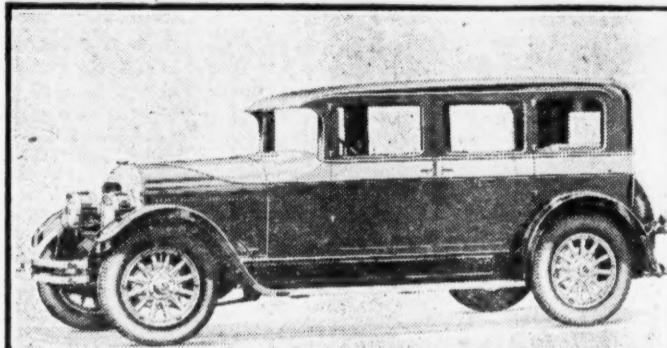
#### DEALS WITH 4,400 BANKS

More than 4,400 banks have provided the funds which make possible the service of General Motors Acceptance Corporation (G.M.A.C.), the financing organization of General Motors, and more than 212,000 car owners are having the use of General Motors cars while they are paying for them through the G. M. A. C. plan.

#### BELGIUM BOOSTS TAXES

Brussels, Jan. 30 (U. T. P. S.)—The Belgian government has just increased taxation on automotive vehicles. Commercial vehicles above 2,000 kilograms will now pay 36 francs instead of 25 francs per 100 kilograms, where pneumatic tired.

AUBURN IS SHOWING its new line of four-cylinder models at the Chicago show. Below is a view of the sedan mounted on the 4-44 chassis.



## PIERCE SHOWS ITS TWO LINES

### Brilliant Pierce-Arrow Sport Cars Attract Attention

Chicago, Feb. 1.—One of the richest and most colorful exhibits at the show is found in the Pierce-Arrow booth. Here are displayed models of the big Series 33 and the newer and smaller Series 80.

The open models which Pierce-Arrow is showing are distinguished by great luxury of appointment and brilliant coloring. Two in particular, a roadster and a four-passenger touring on the Series 80 chassis, stand out by reason of their slim lines, smart body appointments and gleaming nickel trim.

The Series 80 runabout, built for two, is capable of accommodating three in its 42-inch seat, while the concealed rumble seat provides room for two extra passengers. Ample space is provided for golf bags.

The four-passenger touring also has the same low sweeping lines that distinguish the roadster. Its general design is proof of the fact that a sport car can have distinction without resorting to bizarre treatment.

Both of these models are offered in a wide range of color selections, with the leather upholstering in a harmonizing hue. A rich effect has been secured through pleating the leather, so that its appearance is square and blocky.

### Speed Governors For Cars Talked

Columbia, S. C., Feb. 1.—A bill which is expected to be introduced in this session of the Legislature will provide for the use of speed governors on all motor vehicles in the state so as to limit speeding to not more than thirty-five miles an hour, the legal limit.

The purpose of the bill, its sponsors state, is to enforce the speed limit law, but also to control the operations of bootleggers speeding over the highways in high-powered vehicles and outrunning the officers in a chase. Officers of the law, according to the text of the proposed measure, would not be required to have the governors.

### CANTON DEALERS TO HOLD SHOW IN FEBRUARY

Canton, Ohio, Feb. 1.—At the annual meeting of the Canton Automobile Dealers' Association held recently at Hotel Cortland, Ralph E. Hay was elected president of the association; Howard Ehmann, vice-president; and Charles Kamieson, treasurer. C. J. Bolander was re-elected to the office of secretary.

The dealers discussed in brief the coming auto show to be held here the week of February 22, the first to be sponsored by the association in many years. Inability to secure a suitable building was the reason for dealers here not holding a show.

## SPRINGFIELD AUTOMOBILE SHOW OPENS WEDNESDAY

Springfield, Ill., Feb. 1.—The Springfield Auto Dealers' Association has designated February 3-5 as dates for its annual motor show and has rented the state arsenal for the event.

J. L. Elliott, of the Elliott-Van Brunt, Inc., is show manager and sixteen firms have engaged space. Special decorations and daily programs will be a feature.

The exhibitors will include the Haas-Welch Reo Company, Capital Auto Company, Elliott-Van Brunt, Inc., McKenzie-Nash Company, C. R. Brandon, Sangamo Cadillac Company, Springfield Buick Company, Jennings Auto Sales, Mosely Motor Company, Central Motor Sales, Hatcher Company Standard Motor Service, Constant & Groves, Lord & Wentz, Illinois Motor Company and Ralph N. Baker.

exhibited were in the basement of the armory.

The trucks at the exhibition opening February 8 will still be in the basement, but that part of the building has been enlarged and the floor lowered three feet, so that the largest models can be accommodated under very satisfactory conditions.

Forty accessory booths will also be provided there.

### VISIT FORD PLANT

Memphis, Tenn., Feb. 1.—More than 15,000 residents of Memphis and vicinity passed through the big Ford Motor Company assembly plant, located on the Mississippi River at Riverside Park, during "Open House Week," just closed. The largest attendance on any single day was 5,650 people, inspecting the progressive method of manufacturing Ford cars and trucks.

**Van Metal Wheels**, including the new dual pneumatic type, will be on show at the Congress Hotel, Chicago, in L. L. Kinstler's room. All interested are invited to call.

**Van Metal Wheel Division**  
Eric Malleable Iron Co.  
Erie, Pa.

**VAN WHEEL CORPORATION**  
Oneida, N. Y.



## You will Want to See the New Rickenbacker

¶A brand new series of luxurious body designs, embellished with exquisite interior appointments now identifies Rickenbacker as the smartest car of the new year.

¶These magnificent new bodies are fitted to the world-famous Rickenbacker chassis—the same as used by Cannon Ball Baker in which he established the longest list of road records ever made by one man with one make of car in one year.

¶A combination of such artistic new body designs mounted on the Rickenbacker chassis offers you a motor car ensemble decidedly rare in value, beauty and performing ability. Available in both Sixes and Eights.

**L. MARKLE CO.**

2309 South Michigan Ave., Chicago, Ill.

**Rickenbacker**  
A CAR WORTHY OF ITS NAME

## Farmers and Industries Buy Motive Equipment

NEW YORK, Feb. 1.—Reports from the following industrial centers reflect coming activities this spring and summer in the increasing demands for trucks and tractors. Big city industries and also farmers are turning more and more to motive equipment, the survey shows.

### Rockford District Now Selling Many Trucks

Rockford, Ill., Feb. 1.—Local truck distributors report a very satisfactory trade in the last fortnight, after experiencing a dull period lasting six weeks. The fact that spring weather is only a few weeks away is given as the reason for the increased activity in commercial cars.

The factory branch officials of the International Harvester Company say that many inquiries have been coming in from the smaller towns and that their dealers throughout northern Illinois are making many sales to the farmer.

"We have sold eight Graham Brothers trucks in ten days," said R. A. Herrington of the Keyt-Herrington Auto Company, "and we expect to more than double our commercial car business this year over 1925. Present sales are being made to merchants and wholesalers, who are adding equipment for delivery purposes. Only three cars were taken in on trade on ten deals."

The Reo Rockford Auto Company has been making many sales in the past two weeks in both the heavy-duty and lighter Speedwagon lines. "Our outlook for this year is brighter than ever," says J. S. Holmer, manager. "So far this month we have sold one fleet of three Reos for long-distance hauling, and two cars have been delivered for local delivery purposes. The last few days we have talked to a score of farmers who are planning on buying trucks to displace horses in each case. The rural districts will keep us busy when warm weather arrives."

With the opening of new state improved roads early in April, several applications will be made for bus lines to be established between this city and nearby points. Local bus dealers declare that this market will absorb twenty new buses during the early part of the year.

### Tractors and Trucks in Demand at Milwaukee

Milwaukee, Wis., Feb. 1.—Orders for spring deliveries of heavy motor equipment—trucks, and in some cases tractors—are beginning to come in, according to sales heads of Milwaukee companies. During the week ending January 21, as during the greater part of the winter, trading in this line of automotive equipment has been confined to light trucks.

The prospects of the placing in use of a number of new passenger buses in Wisconsin in the spring or early summer lead dealers to expect to receive orders for some of these vehicles in a short time, as it will take some time after receiving the orders before delivery can be made.

### Long Beach Dealers Have Good Business

Long Beach, Cal., Feb. 1.—Dealers had predicted months ago that truck sales would pick up after the first of the year, and they have, according to all dealers interviewed recently. Without exception the factors predicted months ago as entering into present sales materialized. Wholesale and retail establishments are increasing their fleets to take care of new business, manufacturing establishments and building supply houses following suits. More truck hauling is being done now from the harbor than at any time in its history.

### SOUTHEAST DIST. HAS BIG BUS YEAR

### Industry in 1925 Set New High Mark For Sales

Atlanta, Ga., Feb. 1 (U. T. P. S.)—The motor bus industry established during 1925 its largest sales record in the history of the Southeast, according to interviews with officials of the two largest distributors of buses in the territory. They are the White Company distributor of the White bus line, and the International Motor Truck Corporation, distributors of the Mack bus line.

The previous best record in this territory was established in 1924, the total sales last year probably averaging about 25 per cent. larger than the 1924 record. In fact, it is interesting to note that bus sales in this section have had a steady increase from year to year since 1920, and that present indications give promise of an even larger volume of business during 1926 than during 1925.

Electric traction companies were the largest motor bus buyers in this district last year, sales of large type city buses being made to nearly every traction company in the larger Southeastern cities. The company in Atlanta was the largest buyer, augmenting its service with a fleet of double-deck buses similar to those used in New York city. Indications are that electric traction companies also will continue to be the heaviest buyers in 1926, as they are turning quite generally to the motor bus in this district.

Independent companies operating bus lines out of the different Southeastern cities were the second largest buyers, while the real estate concerns, which are now using the bus very extensively, particularly in Florida, to transport prospective buyers to their development projects, were the third largest buyers. The latter use a particularly high-grade type of heavy bus, while the independent companies are also turning more widely to the heavier type bus of large capacity.

The mileage covered in the Southeast by independent bus operating companies is estimated to have increased the past year by about 25 to 30 per cent., particularly in the Georgia, Florida and east Tennessee territory, where there are now bus lines operating on every principal highway.

### Federal Sales Corp. Leases Building

Minneapolis, Feb. 1.—The Federal Motor Truck Sales Corporation of Detroit has just closed a lease on a three-story brick building to house a district sales organization to be established here. It was reported a total of more than \$100,000 is involved in the 10-year lease. The building has 40,000 square feet of floor space. Management of the distribution plant here will be under G. S. Winn, formerly with the Garford Truck Company.

Other plants now located in the truck district along University Avenue are the White Motor Truck Company, the Garford Motor Truck Company, the International Harvester Company, and the Mack Truck Corporation, the latter having recently purchased its location.

### FitzJohn Mfg. Co. Doubled Business

Muskegon, Mich., Feb. 1.—Total shipments of bus bodies for the FitzJohn Manufacturing Company during 1925 were exactly 100 per cent. larger than in 1924, officials report.

Of the total number of bodies 51 per cent. were represented by the standard pay-enter street car type for city service, 37 per cent. were made up of intercity coaches of the semi-street car type, 12 per cent. were represented by parlor coaches for intercity work.

Of the total number of bodies manufactured 89 per cent. were of the twenty-one passenger capacity and the balance were bodies having a twelve and fifteen passenger capacity.

Shipments thus far for the month of January have already doubled the total shipments for the first thirty days of last year.

### GEORGIA COLLECTIONS HIGH

Augusta, Ga., Feb. 1.—The Georgia gasoline tax yielded a total revenue of \$4,403,411.91 for the year 1925, compared with \$3,563,682.53 in 1924, it has been officially announced by the tax collection office of the controller-general's department.

### Motor Coach Assn. Of Wisconsin Has Election

Fond du Lac, Wis., Feb. 1.—Officers for the newly organized Wisconsin Motor Coach Association were elected at a meeting here with M. H. Frank, general manager of the Wisconsin Power and Light Company, its first president. Other officers named are: Harry C. Monger, traffic manager, Milwaukee Electric company, first vice-president; L. C. Knapp, Manitowoc, second vice-president; E. Roy Fitzgerald, Royal Rapid Transit Company, Madison, treasurer. The directors are: A. W. Beaurline, Mohawk Stage Lines, Eau Claire; A. W. Schrum, Gray Transportation Company, Menominee, Mich., and Bert W. Arnold, North Shore Railroad Lines, Milwaukee.

### PLAN GERMAN SHOW

Berlin, Feb. 1 (U. T. P. S.)—An international automobile exposition will be held at Frankfort on Main, Germany, for the two weeks, beginning April 3. Foreign manufacturers are invited to participate. Floor space of 10,000 square yards is available to exhibitors at a rent of 25 marks the yard.

### Truck Men Oppose Federal Control

Springfield, Mass., Feb. 1.—The Ainey bill, introduced into the United States Senate to put motor trucks and buses engaged for hire in interstate commerce under Federal regulation, is being strenuously opposed by the recently organized local branch of the Truck Owners' Association.

At a meeting at which more than sixty members were present, \$500 was collected, which will be sent to the national headquarters as the Springfield association's part of attorneys' fees for services to bring about the defeat of the bill. Truck owners say the passage will eventually ruin their business, since it will put all transportation, so regulated, into the hands of railroads and trolley companies. All contract carriers—milk, newspapers, produce and other commodities—will come under Federal regulations, as regards delivery, if the Ainey bill passes, they say. A six weeks postponement, it is stated, has been secured and at the end of that time the matter will be before the Senate.

Peerless manufactured bicycles famous for their durability before it turned to the manufacture of fine automobiles.

The Improved Star Four line is receiving more than its share of attention on account of its great beauty and modern equipment. It is more than ever the quality leader in the low priced field.

Chicago Show Headquarters

Parlor G, 6 & 8, Congress Hotel

Low-cost Transportation

Star Cars

Built by Durant Motors

**WHITE WINS.** Photograph below shows Walter C. White, president of the White Company, with the handsome trophy recently won by that company in the road reliability run conducted by the Russian government. A 2½-ton model 51 White truck took one of the major awards.



## Field for U.S. Cars in Holland

Amsterdam, Holland, Feb. 1.—(By U. T. P. S.)—When a few years ago the Citroen works introduced the small car in the Netherlands, there immediately proved to be great interest for these and similar economical small cars which meet the desires of the Dutch motorist.

Holland is not a country for touring, neither does the business man often use a motor car for long journeys. In the main, the Dutchman uses his motor car for town work or for short trips in the neighborhood of his rural dwelling.

The number of those who go to live in one of the villages near the large towns of Amsterdam, The Hague, Rotterdam and Utrecht, is steadily increasing, and the suburban dwellers are creating a market for a light, economical automobile. The tax on motor cars and the costs of garage, as well as of fuel, make the American series motor cars too expensive. Therefore, they have to be content with the light automobiles of the French and British works. But there is no general satisfaction here with these small cars. The springs and the smooth running, in particular, leave much to be desired, and so Holland looks to the United States for the speedy production of light automobiles constructed on European lines, but equipped with engines and chassis of the well known American quality.

Prices will have to be reasonable and must on no account exceed the amount of 2,000 12,500 guilders for a complete light automobile. Ford models are cheaper here nowadays but they do not come up to the ideals of Dutch motorists.

Offering the opportunity of buying light automobiles on the in-

## Dodge in Test Run Makes Good Record

Special to A. D. N.

Liverpool, Feb. 1 (U. T. P. S.)—The outstanding feature of the 200-meter open reliability trial organized by the Liverpool Motor Club, and run recently to Penrith and back, was the performance of a 24 horse power Dodge auto driven by Dan Higgin, a well known Liverpool autoist.

Unavoidably delayed, Higgin started 2 hours and 45 minutes late. He disregarded the speed limit of twenty miles per hour and managed to check in at Penrith, 100 miles away, on schedule for the lunch stop.

Although he thereby disqualified himself as a competitor, Higgin's achievement was considered remarkable in that he made the 100 miles in two hours and fifteen minutes over rough roads, which were heavy with melting snow and which included long and steep grades. Credit was readily accorded the Dodge machine and the sporting qualities of some of the speed cops.

## ROLLS-ROYCE OUTPUT DOUBLED LAST YEAR

Springfield, Mass., Feb. 1.—Rolls-Royce at Springfield states that sales today are running at double the rate for the same time a year ago and an extra force is operating at night. The Rolls-Royce - Brewster organization employs now 1,600 workmen and approximately eight acres of manufacturing space was added to the plant with the acquisition of the Brewster Company.

Installment plan increases the possibilities of sale. Only recently a few banks have begun financing motor-car transactions, and this opportunity is widely made use of.

## ILLINOIS LICENSE PLATES 40,000 AHEAD OF YEAR AGO

Chicago, Feb. 1.—More than 40,000 more automobile licenses have been issued in Illinois this year than for the same period last year, according to an announcement made by Secretary of State Louis L. Emmerson.

Passenger car license No. 440,465 was issued on January 20, while truck license 67,116 was also mailed out. Dealers received 2,868 licenses in the same period.

More than \$5,000,000 was collected in license fees during January, 1925, and expectations are that this total will be surpassed this year.

## CHRYSLER MOTOR CO. BIG DELIVERY INCREASES

Detroit, Feb. 1.—Since the first of the year Chrysler Motor Company's deliveries have shown a sharp increase. Retail deliveries for the three weeks period ended January 23 were 58 per cent. greater than for the corresponding period of 1925, and 2½ times the deliveries for the same period in 1924.

Factory shipments are 30 per cent. greater than in the same period in 1925 and twice those of the same period in 1924. The company is approaching production of the thousandth Big Six Imperial, shipments of this model to January 23 being in excess of 800.

## Cut-Away Chassis In Buick Display

Detroit, Feb. 1.—In the Buick showroom in the General Motors Building is being exhibited until February 3 one of the most beautiful cut-away chassis ever prepared by the Buick Motor Company.

For a number of years past, the pupils in the engineering classes of the University of Michigan have been privileged to study Buick chassis. In previous years, however, the chassis furnished were not cut-away, so that when the university requested a cut-away chassis this year it gave the Buick Motor Company's engineering department an opportunity to show its skill in cutting away a chassis, and the result reflects credit upon their abilities.

"The Buick Motor Company," said James Dickson, Jr., manager of the Detroit branch, "appreciates the privilege of demonstrating the application of Buick engineering principles in a practical way in the construction of an automobile. We feel it is simply another medium through which the education of the public to what should be expected when purchasing a car can be expressed, and the Buick Motor Company is always happy to co-operate with all educational movements in the automotive field."

## 350 EXHIBITS EXPECTED AT TWIN CITIES SHOW

Minneapolis, Feb. 1.—Three hundred automobiles and trucks of forty-five different makes will be exhibited at Twin City automobile show February 6 to 13, it is predicted by Harry E. Wilcox, manager.

Thirty-seven makes have already been registered, which equals the registration at the last show. The cars are Chrysler, Flint, Studebaker, Velie, Nash, Cadillac, Marmon, Paige, Jewett, Gardner, Reo, Packard, Ford, Lincoln Moon, Hudson, Essex, Jordan, Chandler, Oakland, Oldsmobile, Dodge, Case, Hupmobile, Chevrolet, Overland, Willys-Knight, Buick, Durant, Star, Auburn, Rickenbacker, Pierce-Arrow, Ajax, Franklin, Peerless and Wills Sainte Claire.

## HERCULES PRODUCTION TO BE RAISED BY FEB. 15

Evansville, Ind., Feb. 1.—Installation of new mechanical equipment for the automotive department of the Hercules corporation, builders of Graham, Ford and Chevrolet truck bodies, will not be completed before February 15, C. S. Sanford, plant superintendent, announced. The improvement will boost present production from 125 bodies to 175 bodies a day.

Two great Hupmobiles—two cars that are out—selling—two inescapable reasons for the demand for the Hupmobile franchise

# HUPMOBILE EIGHTS and SIXES



**J.H. NEWMARK, Inc.**  
FISK BUILDING  
250 West 57th Street, New York City  
AUTOMOTIVE ADVERTISING

# Eights Are Much in Evidence at Coliseum

## New Models and Changes Seen Among These Models

CHICAGO, Feb. 1.—More eights than ever before are displayed in a variety of glittering models at the Coliseum. The newest ones are all of the straight eight type which has won many adherents in the past few years.

Among the new eights may be mentioned the Stutz, the Hupmobile, Diana, the Junior Eight Locomobile and the Jordan, all eight-in-liners. Others of this type are the Packard, Rickenbacker, Elcar, Auburn and Gardner.

Representatives of the V-Eight class are the Cadillac, Lincoln, Peerless and Wills Sainte Claire. These have steadfastly maintained the V type in the face of the on-slaughts of the newer school.

There is much of interest to the show visitor in the displays by the eight-cylinder makers. New models, changes, refinements of all kinds are to be seen.

## WILLS ST. CLAIRE SHOWS FULL LINE

### Eights and Sixes in Bright Dress at Coliseum

Chicago, Feb. 1.—An interesting display of models on both the six and eight-cylinder chassis awaits visitors to the Wills Sainte Claire booth at the Coliseum. No radical change have been made in either chassis and the two lines will go into the 1926 campaign in much the same form as last year.

A feature of the design of the eight-cylinder engine has now been adopted for the six. This is the overhead valve and camshaft construction which eliminates rollers, lifters, pushrods, rocker arms and their numerous attaching parts. Instead of having this complicated mechanism opening and closing the valve there is only one moving part, the valve follower, working between the cam and the valve. This reduces wear to a minimum, makes adjustments less frequent and greatly increases the efficiency of the engine by eliminating lost motion.

The camshaft is carried in four main bearings which are supported in the cast valve housing. On the rear of the camshaft there is a friction steady device of the same type as used on the eight. It is driven by spiral bevel gears, the action being transmitted through the vertical drive shaft in front.

Between the upper and lower camshaft drive shaft there is an adjusting coupling which provides a simple and accessible means of timing the engine. The valves are arranged vertically along the center line of the cylinder block. The combustion chambers are completely machined and are contained entirely in the head casting, the top of the piston being level with the split in the head at the upper dead center.

The crankshaft is a three-plane, semi-counterbalanced design forged from a single billet of steel and machined all over. The counterbalancing is an integral part of the shaft, eliminating the necessity of attaching counterweights with screws. At the rear end of the crankshaft a flange which is an integral part of the forging provides a secure anchorage for the flywheel. There are seven main bearings with a total bearing surface of 82 1/2 square inches and a total length of 10 9/16 inches, the entire shaft being only 30 inches. The shaft is 2 1/2 inches in diameter.

The cylinders are cast integral with the upper half of the crankcase. The gear oil pump is driven from the lower end of the dis-

## American Cars Find Favor in France

Paris, Feb. 1 (U. T. P. S.)—During the year 1925 there were nearly 15,000 American cars imported into France. Switzerland was second with 1,000 cars, and England third with nearly 300 cars.

This represents an increase in importations of 41 per cent. over those of the previous year, despite the fact that the unsettled financial condition of France hinders the sale of foreign cars.

On the other hand, exportations of French cars fell off during the closing months of the year, although the total represents an increase of 24 per cent. over the previous year. The fluctuation of the franc is blamed for the low export rate of October, November, and December.

The large increase in the importation of American cars, many of which came into the country since the fall of 1925, indicates the confidence of American manufacturers in the European market. New dealerships have been established, and the year 1926 is expected to show a large increase in the number of sales.

France exported 13,000 cars to Great Britain; 8,000 to Spain; 7,000 to Belgium and Luxembourg; 2,500 to Switzerland; 3,000 to Germany; 2,000 to Italy; 1,000 to Indo-China; 1,000 to Holland, and smaller numbers to Morocco; Czechoslovakia, Senegal, Japan, Tunis, and Argentina. The United States received approximately 300 French cars.

**AUTOMOTIVE PATENTS GAIN**  
London, Feb. 1 (U. T. P. S.)—Of the 35,000 applications for patents lodged at the British Patent Office during 1925, approximately 12,000 related to automobiles and internal combustion engines. The most noteworthy inventions center around brake and change-speed devices.

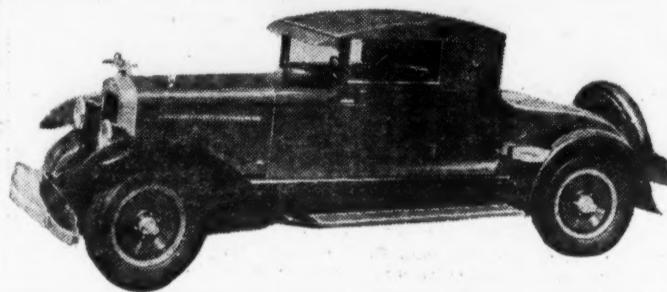
tributor shaft, which in turn is driven from the front end of the crankshaft through spiral helical gears. The overhead valve mechanism is supplied with oil through a vertical duct drilled through the cylinder block, head and valve housing castings. Clutch and three-speed transmission are supported from the flywheel housing. The clutch is a single dry-plate type with a woven asbestos facing on the driven disk. Anti-friction bearings are used throughout the transmission.

Hydraulic four-wheel brakes, manufactured under Lockheed patents, and balanced balloon tires are standard equipment. Wheels are of the disk type of a special Wills design. Wheels and tires are balanced by attaching weights with screws to the inside of the rim.

Seven body styles are mounted on the standard chassis of 127-inch wheelbase. These models are the roadster, the Gray Goose Traveler, a five-passenger touring, the four-door brougham, the Cabriolet roadster, the five- and seven-passenger sedan and the inclosed drive limousine.

The five-passenger sedan body is four inches longer and the seven-passenger sedan is one inch longer. On the cabriolet roadster the instrument board is engine-turned aluminum, while the instrument board on the other closed models is walnut inlaid with pewter. The hardware is hammered silver and the upholstering in the closed models is of the finest broadcloth.

**JAUNTY LINES.** Fleetness and style are in every line of this Wills-Sainte Claire roadster, shown here with the top in position. Individuality gives the models in the Wills display a strong appeal for show visitors.



## AUTO TRADE IN SPAIN FOR 1926 LOOKS GOOD FOR U. S.

Washington, Feb. 1.—The Department of Commerce has been advised by its commercial attaché at Madrid that the "automobile trade in Spain should have the best year in the history of American manufacturers on account of superior organization in the field."

The report also states that new

financial arrangements are beneficial to both dealer and buyer, "although offset somewhat by the government attitude which is fo-

menting national industry."

## REGISTRATIONS GAIN

London, Feb. 1 (U. T. P. S.)—For the past few months there has been an increase of about 2,000 a month in the number of automotive vehicles registered in New Zealand.

## CHEVROLET SALES REACH NEW HIGH

### January Business Doubles That of Year Ago

Detroit, Feb. 1—Chevrolet Motor Company delivered at retail during the first sixteen days of January 16,000 cars, compared with 11,000 in the corresponding period of 1925.

Probabilities are that retail deliveries will exceed 30,000 cars for January, against 15,000 for January, 1925, as shipments the first twenty-six days of this month totalled 29,000 cars.

The company planned a moderate surplus of cars on dealers' orders to carry into spring but now reports cars are being delivered as fast as received by dealers and that some dealers have asked for an increase in allotments.

February production schedule will be upward of 45,000 cars.

—and Mr. Orr of the Overland Co. READS the Automotive Daily News!

*Overland Motor Co.*

WILLYS-OVERLAND FINE-MOTOR-CARS

GENERAL OFFICES  
19 W. 26th ST.  
PHONE VICTORY 7700

*Chicago, Ill.* Nov. 19, 1925.

Mr. Alexander Johnston, Editor,  
Automotive Daily News,  
1926 Broadway,  
New York City.

Dear Mr. Johnston:

The Automotive Daily News fills a real need in desirable information for the Automobile Executive primarily interested in the automobile business.

The News is readable, timely and exceedingly interesting.

It receives first attention each day.

Yours very truly,

OVERLAND MOTOR COMPANY

*G. V. Orr/VR*

President.

Use this coupon to keep the Automotive Daily News coming daily

AUTOMOTIVE DAILY NEWS.

1926 Broadway, N. Y. City, N. Y.

Gentlemen:

Enter my subscription at once for the AUTOMOTIVE DAILY NEWS, and note the terms I have indicated below.

3 Months	6 Months	1 Year
at \$3.00	at \$6.00	at \$12.00

A. D. N.

I enclose \$....., or will send \$..... upon receipt of bill.

NAME .....

ADDRESS .....

City ..... State .....

## Demand for Balloon Tires Increasing, Say Dealers

NEW YORK, Feb. 1.—Reports from leading tire dealers in many of the important industrial centers of the country indicate that sales in recent weeks have been generally ahead of a year ago with an increasing demand for balloon casings.

### Los Angeles Sales 15 Per Cent. Better

Los Angeles, Feb. 1.—Tire sales are at least 15 per cent. better here now than this time a year ago, according to local dealers. The increased sales of balloon tires continue the outstanding feature of the market.

H. A. Young, general manager of the three local Corduroy tire stores, says the three stores "all showed substantial gains in December over the previous month. This was surprising when November had, heretofore, been the banner month of the year."

Young accounted for the large volume in December to the firm's liberal credit plan. He reports an exceedingly good business so far in January.

Nelson & Price, Inc., distributors of India tires, report a good increase in business, as does the Standard Tires Credit Company and the Berson Tire Company.

Several dealers have noted an increased demand for repair work. One firm has doubled its repair business to take care of the increased volume.

### Columbus Motorists Prefer Balloon Tires

Columbus, O., Feb. 1 (U. T. P. S.).—While weather conditions were unfavorable during the past week for a brisk demand for tires and tubes, still trade was generally good.

A canvass of the important dealers revealed that business during the past week was as good if not better than the previous week. Business is about 10 to 15 per cent. ahead of that of the corresponding month last year, which shows a healthy condition of the market.

Sales of balloons and high-pressure tires show a marked preference for balloons. Tubes are selling at about the normal level, but business is better than last year at this time.

### Milwaukee Enjoys Best Week of Winter

Milwaukee, Wis., Feb. 1.—Milwaukee tire dealers enjoyed the most prosperous week this winter during the week ending January 25, it is indicated in statements made by half a dozen of the largest dealers located in various parts of the city.

Practically all dealers interviewed reported a jump in the volume of business compared with the previous week, and a much better week than the corresponding week in 1925. Balloons continued to be a favorite over high pressure tires, and the percentage of low pressure tires was probably greater than has been the average during recent weeks. Dealers predict that this popularity of the balloon tires will continue to increase indefinitely.

Henry O. Stenzil, president of the Milwaukee Tire Supply Company, was among the dealers who made favorable reports for the past week. This company has been in business since 1907.

J. C. Zeman, while reporting a busy week, did not attribute it to the show, but said that the tire business will not be affected by show activities for some time. Zeman is president of the Racine Rubber Company.

R. E. Lee of the Times Square Auto Supply Company, as well as other dealers interviewed, gave

similar accounts of a heavy week in the tire business.

### Sales in Evansville In General Show Gain

EVANSVILLE, IND., Feb. 1.—Despite heavy falls of snow which slowed up traffic in the city and suburban sections, local tire distributors reported a decided gain in sales for the week ending January 23 over the preceding week.

While the spring dating in other years was the factor in keeping up sales records, distributors have seen a good improvement in current demand despite the discontinuance of the spring dating practice.

### Truck Tires in Demand In Charlotte, N.C., Dist.

Charlotte, N. C., Feb. 1.—The tire business here has been fairly good, especially in view of weather conditions, and is improving. The sale of truck tires is an important factor in the current trade, and the demand for these tires is expected to show substantial increases as soon as the spring business in all lines develops.

Victor Shaw, of Shaw Tire Company, on the eve of his departure for Chicago to attend a meeting of the directors of the National Tire Dealers Association, said he viewed the situation optimistically. The volume of January business was generally satisfactory. The public interest in repairs continues high, because of the present levels of new tire prices.

Keeley A. Grice, president of the service division of the Charlotte Automotive Trade Association and member of the firm of Harralson & Grice, said that the public resistance to tire prices is showing a tendency to weaken in the face of the necessity of buying replacements. "Shopping" for tires is continuing to be a general practice.

### Quiet Season in K. C. Reduces Sales Totals

Kansas City, Feb. 1.—Tire sales in Kansas City the last week were seasonally quiet, showing a slight unit gain over a year ago, with the increased prices swelling the cash volume accordingly.

Weather conditions have been against a big sales volume. The Hoole Tire and Repair Company, the H. W. Kinsey Tire Company and Falls Rubber Products Company, the Modern Tire Company and the Westport Tire Company report business as seasonally quiet.

Balloons now lead in sales, dealers say, the business having passed the 50 per cent. mark on a unit basis. Dealers generally consider the outlook as good, with a record spring business inevitable.

### New Haven Dealers Report Slight Slump

New Haven, Conn., Feb. 1.—Tire sales in this territory have slumped considerably during the past two weeks, according to a survey of local dealers. Large buyers of tires who usually place orders for spring deliveries about this time are holding back for an expected drop in prices. Balloon tire sales are keeping up fairly well.

"While our tire sales have dropped off considerably during the past few weeks our sales total for January will surpass the total for the same month last year," said Edward Byron of the Byron Tire and Rubber Company. "The present open winter which we are having is helping very much, as there are many same time last year."

### MIAMI TIRE COMPANY AT DAYTON INCORPORATED

Dayton, O., Feb. 1.—Incorporation of the Miami Tire and Battery Company of Dayton was authorized last week at Columbus. Capitalization of the company is \$25,000. Incorporators of the concern are Christopher F. Osborn, Clara L. Osborn, Earl L. and Elsie Henselman and George R. Murray.

An automobile accessory store has been operated by the concern at 212 West 3d St. for about ten years under the name of the Miami Tire Company. Christopher F. Osborn is general manager of the store.

No immediate expansion steps are contemplated, incorporators of the company said. However, it is said plans for future growth are under consideration.

### STATE RUBBER CORP. REPORTS MANY ORDERS

Orville, O., Feb. 1 (U. T. P. S.).—Officials of the State Rubber Corporation, which has taken over the plans here of the Wayne Tire and Rubber Company, report a steadily increasing demand for its products, with orders now calling for an output of 2,500 tubes daily.

Howard Pontius, prominent Orville business man, is president of the State Rubber Corporation. U. W. Gerrie, formerly treasurer of the Wayne Tire and Rubber Company, is general manager, and P. J. Terry is factory manager. The latter was formerly with the Falor Rubber Company and the Thomas Tire and Rubber Company.

The Vasey Company is said to be one of the first accessory concerns in the United States to establish a flat-rate system for its service department.

### Dealer Offers Tires to Farmers for Corn

London, O., Feb. 1 (U. T. P. S.).—Farmers in Madison county who have raised a record corn crop this year and who also own automobiles are in luck. At least this is the statement of Walter Engard, proprietor of the London Vulcanizing Company, who also deals in tires in addition to making tire repairs. He has offered to take in two bushels of corn at the rate of \$2.25 per bushel on all auto tires, size 30-2 1/2, and will take in three bushels of corn at the same price per bushel on all tires over that size, which are purchased by the farmers in his community.

This is considered a top price for corn any time.

### VASEY RUBBER CO. AT TUCSON PLANS BUILDING

Tucson, Ariz., Feb. 1 (U. T. P. S.).—Plans for a new \$15,000 building for the Vasey Rubber Company of Tucson have been completed and excavation work will commence in a few days. The new structure will be of pressed brick, and will have a full basement, a main floor and a mezzanine. An electric flood-lighting system will be installed. The new structure will be ready for occupancy about April 1.

The Vasey Company is said to be one of the first accessory concerns in the United States to establish a flat-rate system for its service department.

## BROWN PREDICTS GOOD TIRE YEAR

Los Angeles, Feb. 1.—"1926 will be a banner year for every one in the tire business," stated L. A. Brown, president of the Corduroy Tire Company, while in this city for a short time visiting Corduroy time dealers.

"A brief analysis plainly tells the story," continued Mr. Brown. "Due to the higher prices of tires during the last six months motorists have been having their old tires repaired, trying to squeeze every possible mile out of them. But they can't go on forever on old, worn-out casings. Another reason is that nearly 4,000,000 more tires are in use now than this time last year. This naturally will add to the prosperity of the tire business; for, good as tires are made today, they can't roll on forever."

"What about the price situation? That depends largely, of course, on the price of crude rubber. So long as rubber continues above 80 cents a pound, as it is at the present time, an advance in tire prices may be expected. Should the price of crude rubber drop below 70 cents a pound, tire prices very likely will come down. But even should the price of crude rubber drop materially, which is very unlikely, motorists will not benefit for at least three or four months. The great majority of tire manufacturers are heavily stocked with high-priced crude rubber, and it will take a good three or four months for the industry to adjust itself."



As automobile manufacturers intensify their efforts to build better cars, the importance of their electrical system increases. That is why this year is the greatest in Auto-Lite's remarkable history. More cars have been built Auto-Lite equipped. More owners therefore are enjoying finer, more dependable electrical service. Auto-Lite is today, more than ever, a world-wide synonym for reliability and excellence.



## THE ELECTRIC AUTO-LITE COMPANY

Office and Works

TOLEDO, OHIO

The Sign of Auto-Lite Service  
A National Protection to Car Owners

## View at Sixth Annual M. A. T. A. Banquet in Detroit Last Week

L. H. GILMER CO. TO  
BUILD NEW PLANTLatest Addition Will  
Go Up at Wayne,  
Michigan

Philadelphia, Feb. 1.—The L. H. Gilmer Company of this city, manufacturers of Sealedge fan belts and woven products, announces it has acquired a factory at Wayne, Mich., a Detroit suburb, and within trucking distance of all automobile plants in the Michigan territory.

This new factory, which is just starting production, has been equipped for the manufacture of Sealedge, the new Gilmer anti-squeak, which is used by automobile builders, and similar goods for the automotive industry. Large finished stocks of Sealedge will be carried and the latest types of labor-saving machinery have been installed for cutting it to special shapes in order to give prompt service to customers in Detroit and surrounding territory.

The plant consists of a two-story brick building with 50,000 square feet of floor space, located on the main line of the Michigan Central Railroad on a 4 1/2-acre tract in the heart of Wayne. This is the third Gilmer plant, the other two being in Philadelphia and North Wales, Pa.

Sealedge, which has made the new plant necessary, is a new anti-squeak material for deadening vibration and preventing squeaking of the metal surfaces of automobiles. It is woven in several thicknesses from cotton in one solid piece and treated with a preparation that seals the edges against raveling when cut and preserves the fabric from wear and rot.

Orders Freight Car  
Full of Klaxons

Memphis, Tenn., Feb. 1.—The largest order for automobile horns ever given by a jobber has just been shipped by the Klaxon division of the Remy Electric Company to the Mills-Morris Company here. The shipment filled a freight car.

"We believe that this is the first time in the history of the horn business that a jobber ever ordered warning signals by the carload," commented Robert Wilkinson, vice-president of the Klaxon horn division. "We know that it is the largest single order ever received from a distributor by the Klaxon Company. The shipment totalled 7,170 Klaxons."

CHRYSLER AND FIELDS  
WILL MAKE TOUR OF WEST

Special from A. D. N. Detroit Bureau  
Detroit, Feb. 1.—Walter P. Chrysler, president, and chairman of the board of directors of Chrysler Corporation, and J. E. Fields, vice-president in charge of sales, will leave Chicago on February 5 for Los Angeles for a brief holiday. Before returning to Detroit, Mr. Chrysler and Mr. Fields will hold sales meetings with Chrysler distributors and dealers in Los Angeles, San Francisco, Portland, Seattle, Salt Lake City, Denver and Kansas City.

HOUDI SALES INCREASE  
Buffalo, Feb. 1.—Houdi Engineering Corporation of Buffalo reports big increases in its business for 1925 over 1924. Its wholesale sales of Houdi shock absorbers to car manufacturers increased more than 100 per cent over the previous year, officers of the company claim. Retail sales, or those to distributors who sell them to individual car owners, gained 45 per cent over 1924. Sales for the first twenty days of January were considerably more than 100 per cent greater than the full month of January, 1925, officials state.

START WORK ON  
MONTREAL AUTO ROW

Montreal, Feb. 1.—Construction on the De Luxe Building, to be known as Automobile Row, is well on the way, in spite of the usual Canadian winter weather of this season of the year.

Montreal Automobile Row is be-

ing erected on the Grey Nuns' property fronting on St. Catherine Street for 410 feet and running back on Guy and St. Matthew Streets a distance of 110 feet, the entire structure to be of reinforced concrete and to be a modern sales and show building of the latest type.

Three Montreal and one Quebec

man are promoters of the enterprise; namely, E. R. Decary, former city commissioner; G. A. Ross of the firm of Ross & MacDonald, architects; Douglas W. Ogilvie of D. W. Ogilvie & Co., real estate firm, and C. O. Lacroix, financial man of Quebec. Ross & MacDonald are the architects and Church, Ross & Co. the contractors.

FORT WAYNE BATTERY  
ELECTS OFFICERS

Port Wayne, Ind., Feb. 1.—James Houser was re-elected president of the Fort Wayne Battery Company at the annual stockholders' meeting here. Frank Klopfenstein was elected vice-president; George Houser, second vice-president; S. T. Starbuck, secretary, and Fred Bolduan, treasurer.

The new directors are George Gillie, George Ehinger, Joseph Banet, Fred Pocock, Frank Klopfenstein, George Houser, H. A. Conrad, Fred Zelt, Frank Bolduan, S. T. Starbuck and James Houser.

\$56,233 Collected  
In Theft Fines

Los Angeles, Feb. 1.—In the Los Angeles district alone fines imposed during this year against Dyer act violators has totaled \$56,233.58, according to Lucien Wheeler, agent in charge of the Department of Justice here.

Wheeler stated that scores of violators of the Dyer act have been arrested and convicted here. From the time the act went into effect in October, 1919, to the present time the Federal government has recovered 8,626 cars, valued at \$7,574,021.75.

There were 7,458 cars stolen in the Los Angeles field and 6,583 recovered. In 1924 the total number stolen was 7,369, and 5,919 were recovered.

Of the 7,458 cars stolen here, the report states that 4,964 were left unlocked, while the balance were reported locked by the owners.

Wheeler stated that agents of the department throughout the United States recovered 2,039 cars during the year that had been taken in one state and transferred to another. These cars were valued at \$1,343,206.92. The thieves apprehended by the department for these thefts received sentences totaling 1,800 years.

MARINE MOTORS INTEREST  
DEALERS IN IRELAND

Dublin, Irish Free State, Feb. 1 (U. T. P. S.)—Motor dealers and distributors in Ireland, particularly those working territory in the vicinity of popular waterways, are paying increased attention to the possibilities of marine motors as a dual line with automobiles.

Among the latest examples of a marine motor to secure representation here is an outboard type of well known American make, concession rights for which have been placed in Dublin.

Be Sure  
to See  
the  
**FEDERAL**  
Knight Motored  
TRUCKS

*in the Lobby*  
**Congress Hotel**

## Buick Company in Drive Against Factory Waste

DETROIT, Feb. 1.—The American motorist has spent millions of dollars for junk. This is not meant to apply to the American automobile, but it does mean that the waste material which is a by-product of every automobile factory, and which represents an enormous expense, is ultimately paid for by the consumer in the increased cost per car.

The Buick Motor Company has intensified its drive against waste in production during the last few years with excellent results. A saving was made in the first eight months of 1925 over the average cost of scrap in the last half of 1924 running into the hundreds of thousands of dollars.

Additional floor space and better methods of handling work in process contributed much to this saving. A steel expert, who at all times keeps in close touch with both the steel mills and the factory superintendents, sees to it that steel of the proper finish, treatment and gauge is delivered.

By thus carefully studying the raw material requirements of stampings, it has been possible in many instances to change specifi-

cations as to finish, treatment, pickling and so forth, so as to save in the original cost of productive materials very substantially.

The importance of scrap as a cost item is more evident when it is considered that 1,000 pieces, of which fifty are scrapped, makes necessary the purchase of new material for fifty more pieces and an increase in production of 20 per cent in order to meet schedule. All the expensive factors which went to produce these fifty pieces of scrap are wasted. Furthermore, every item of expense is increased, beginning with the purchase of material and running to operating costs, wear on machines, labor per finished piece and the expense of handling the scrap itself.

### ROCK HILL DEALERS FORM ORGANIZATION

Rock Hill, S. C., Feb. 1.—Organization of the Rock Hill Automobile Merchants Association was effected here at a meeting of automobile and accessory dealers.

The body comprises about fifteen charter members and officers were elected as follows: J. W. Anderson, president; D. B. McFadden, vice-president; G. H. Greene, treasurer; Sam W. Barber, secretary, and W. C. Little, publicity manager.

### VASHRO NOW HEADS MINNEAPOLIS A. A. T.

Minneapolis, Feb. 1.—Walter R. Vashro is the newly elected president of the Associated Automotive Trades of Minneapolis. He succeeds S. W. Eddy.

Other officers are E. F. Pomroy, vice-president; E. A. Zolle, treasurer; and S. W. Eddy, W. J. Potts, H. S. Christian, Tom Gavin, F. B. Wilcox and Clifford Horton, directors. Mr. Vashro is secretary-treasurer of the B. L. Eckes Company, Inc.

MOTOR EFFICIENCY from now until May assured by a



In hot weather *cooling* is what your motor needs, while in cold weather *warmth* is the essential thing. When summer wanes, if you cover the front of your radiator, overheating will soon burn up your motor.

What you need is to have the front of your radiator covered *only until your motor is hot*, and after that just enough air let in to keep the motor hot without overheating.



PINES WINTERFRONT CO., 411 N. Sacramento, CHICAGO

Put on in 10 minutes by Dealers everywhere

## PEERLESS EIGHT IS IMPROVED

### Longer Wheelbase and More Powerful Engine Features

Chicago, Feb. 1.—Interest in the Peerless exhibit centers around the equi-poise eight, which has been considerably changed and improved for the 1926 campaign. The new model is longer and speedier and engine output has been increased.

Models of the two sixes of the Peerless line, the 6-72 and the 6-80, are also on view. Peerless now has a complete line-up of cars, all bearing the same name and insignia and of the same general ap-

pearance, and ranging in price from \$1,695 to \$3,795.

The new eight is said to be one of the fastest stock cars manufactured. To register its speed, a 100-mile speedometer has been found necessary. The engine is a smoother, more powerful edition of the V type, 90-degree engine used by Peerless since 1916. The exhaust is now located in front of the engine, to take the heat away from the driver's compartment.

The car develops eighty horsepower on the block. The wheelbase has been lengthened from 128 inches to 133½ inches. The frame is tremendously strong, having been made 8 1-6 inches deep, instead of 7 ½ inches, as on former equi-poise eight.

Disk wheels are standard equipment on the new model, which conforms in body design with the other Peerless products.

Like all Peerless inclosed models, those of the new "eight" have the top extended over the front of the car, forming a rain and sun

visor. The tires are naturally of the balloon type. Peerless-Lockheed hydraulic four-wheel brakes give the utmost in driving safety.

All of the standard equipment which has won for Peerless cars the reputation of being complete in this respect is to be found in this fine new model. This includes an automatic windshield wiper, eight-day clock, Motometer, automatic spot light, extra wheel and Watson Stabilizers. In addition, vanity and smoking sets are standard equipment in all closed models.

The new model will be offered in four body styles—roadster, five-passenger sedan, seven-passenger sedan and seven-passenger berline limousine.

Ten Chevrolet cars are kept under constant test, running day and night over the four-mile "speed loop" at the General Motors Corporation proving ground near Milford, Mich. The aggregate mileage of the cars under test averages about 100,000 miles per month.

60 miles an hour  
—hour after hour

performance that sells—



8-81

Lesser cars than ELCAR can "do 60"—in a pinch. But to do it steadily, hour after hour, to maintain it as a touring speed safe for car and passengers, rather than to attain it as a fleeting and risky achievement, is possible to very few cars.

Of these few not the least is the ELCAR Eight-in-Line. Because it can in a pinch do 70 miles an hour or better, and is built to do it, it can do 60 hour after hour safely. Fine materials and fine workmanship give it stamina, a mighty Lycoming 8-in-Line motor gives it power and speed, balloon tires give it comfort, and hydraulic four-wheel brakes give it stopping-power when a quick, skidless stop marks the line between safety and danger.

ELCAR offers to distributors an ideal sales-building combination—an advertising campaign of many pages in the Saturday Evening Post, and a group of superbly beautiful cars, every one of them capable of the sort of performance that makes sales largely a matter of good demonstrations.

Stop at the ELCAR space today and talk things over with a factory executive, while you examine the models on display.

SPACE 49  
COLISEUM

Elcar Motor Company  
Elkhart, Indiana

Builders of Fine Vehicles Since 1873.

ELCAR  
A WELL BUILT CAR.

## STEARNS CO. TO JUMP OUTPUT

### New President Tells of Plans for Increased Production

Cleveland, Feb. 1.—A general increase in production and sales for the Stearns Motor Car Company was forecast by H. J. Leonard, recently elected president, in an interview today.

Mr. Leonard, who has just returned to Cleveland from a trip to New York, Philadelphia and Detroit, is highly enthusiastic over 1926 prospects for the Stearns organization. "We are making plans at the factory which will probably result in our producing more than double the cars sold in 1925," he declared.

"In addition, we have found our dealer organization keenly alive to the sales possibilities of Stearns in the numerous meetings we have held in connection with the various automobile shows. In New York particularly our dealer organization expressed their greatest satisfaction when we outlined to them our national campaign for 1926, which will include a greatly increased advertising campaign, a large increase in production and sales and a more closely knitting together of the Stearns field organization.

"There has been some apprehension on the part of the automobile trade as to the 1926 plans of the Stearns Company. We are going to build up the Stearns organization fully within the next twelve months, and to that end we are starting first at the factory and its production system. We have experienced fine success with Stearns Seventy-five and the new model Ninety-five Stearns line, and we will endeavor to, if possible, increase the quality or which this company has been successful.

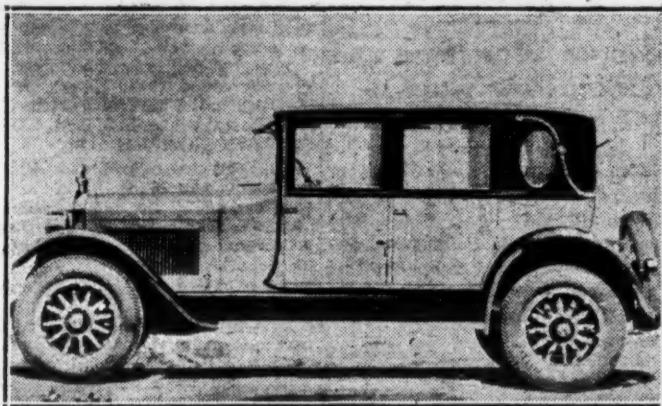
### Praises Detroit As Auto Center

Special from A. D. N. Detroit Bureau  
Detroit, Mich., Feb. 1.—Charles W. Nash, president of the Nash Motors Company, while at the D. A. D. A. show found time to say that Detroit's position as a center of the automotive industry was a permanent thing, in spite of the talk that suggests "decentralization."

Mr. Nash feels that Detroit's existing prominence as an employer of skilled labor, coupled with her geographical position, providing ease of supply of raw materials, will continue to permit her to hold her commanding position as an automotive manufacturing center.

Commenting on the Nash business, the president of the company said he was optimistic for 1926. The year 1925 showed a 50 per cent. increase, and the company is now doing close to \$100,000,000 a year, starting from "nothing," as Mr. Nash puts it. Mr. Nash was the guest of honor at a dinner given by the Miller Judd Company, Nash Ajax dealer in Detroit.

## Stearns-Knight "95" Sport Sedan



### Urge Co-operation By Rail-Bus Men At N.Y. Conference

New York, Feb. 1.—Prominent speakers at the midwinter meeting of the New York Electric Rail-Way Association in general took the attitude that the motor bus is an adjunct rather than a successor to the street car. The attendance totaled 225.

W. J. Harvie of Auburn, president, admitted that the bus has its place in providing special service but urged those present to keep abreast of the traffic and transportation demands of the public.

At the dinner session which closed the conference John A. Ritchie, president of the Yellow Truck and Coach Manufacturing Company of Chicago, said in part:

"With the adoption of the motor vehicle by electric railways, new problems have arisen, especially the best way to use the motor coach. That means co-ordination.

"Co-ordination of transportation services is economically sound and, therefore, inevitable. It eliminates waste motion and duplication of effort. It advances the general good of the community by producing more transportation at a lower cost than it could be produced for if not co-ordinated."

Mr. Ritchie cited examples in various states where rail and bus lines are co-ordinated to give the fullest service.

In connection with fares Mr. Ritchie said, "It is no crime to earn a net return. The net earnings of industry as a whole are the source from which all existing wealth, facilities and comfort of the world have come.

"Proper regulation of public utilities is wise, but restriction of net earnings below the point where they attract new capital is unwise."

#### THOMAS E. TOLLESON

Rockford, Ill., Feb. 1.—Thomas E. Tolleson, president of the Tolleson Foundry Company here, passed away, after a lingering illness, at the age of 66 years. Mr. Tolleson had been engaged in the foundry business in this city for the past forty-two years, and had many friends among automobile manufacturers.

## Coming Automotive Events

### JANUARY

30-Feb. 6—Washington, D. C. Automobile Show.  
30-Feb. 6—San Francisco, Tenth Annual Pacific Automobile Show.  
30-Feb. 6—Chicago, Eleventh Annual Automobile Salon, Hotel Drake.  
30-Feb. 6—Chicago, National Auto Show.

### FEBRUARY

2-6—Denver, Colo. Denver Automobile Dealers' Association, annual show.  
2-8—Atlantic City, N. J. Atlantic City Auto Dealers' Association, annual show.  
3-6—Springfield, Ill. Seventh Annual Show.  
9-Springfield, Ill. Illinois Automotive Trade Association, annual convention.  
6-13—Providence, R. I. Rhode Island Automobile Dealers' Association, annual automobile show.  
6-13—Minneapolis, Minn. Minneapolis Automobile Trade Association, Northwestern Automobile Show.  
8-12—Binghamton, N. Y. Annual Automobile Show.  
8-13—Toledo, Ohio. Automobile Show.  
13-20—Kansas City, Mo. Automobile Show.  
15-20—Louisville, Ky. Annual Automobile Show.  
15-20—Indianapolis, Ind. Spring Automobile Show.  
21-28—Omaha, Neb. Automobile Show.  
20-27—Los Angeles, Calif. Automobile Show.  
14-20—Des Moines, Iowa. Automobile Show.  
20-27—Albany, N. Y. Annual Automobile Show.  
24-27—Eugene, Ore. Annual Automobile Show.

## REGISTRATION IN CALIFORNIA HIGH

### Reaches Highest Point In December—Total 19,752

By JOHN C. WETMORE

Los Angeles, Feb. 1.—California wound up 1925 with the largest aggregate registration of new automobiles and trucks in its history. According to Motor Registration News, the total was 19,752, an increase of 6,945, or 54 per cent., over 1924. Licenses issued for new passenger cars were 18,529, a gain of 6,805, or 58 per cent., over the preceding year. There were 1,223 new trucks registered, an increase of 140 or 12 per cent., over 1924.

In December, 1924, there were 11,724 passenger cars registered as against 15,607 in 1923. New truck licenses in 1924 were 1,033, as compared with 1,756 in 1923. The total for 1924 was 12,807, as against 17,368 in 1923.

Nineteen makers in December registered more than one hundred new passenger cars, as follows:

Dec.	Dec.	1925. 1924.	Gain.	P. C.
Ford	394	481	*57	*18
Dodge Bros.	168	130	38	29
Chevrolet	135	54	81	150
Graham Bros.	104	56	48	85
White	83	31	52	167
Reo	56	52	3	5
Mac. L.	52	26	26	100
Federal	35	20	15	75
GMC	23	21	2	9
Autocar	20	8	12	150

\*Loss.

It will be seen that among the "best sellers" Ford alone showed a loss, while Chevrolet, Dodge Bros. White and Autocar more than doubled their registrations in December, 1924.

## BUS REGISTRATION RISES IN INDIANA

Fort Wayne, Ind., Feb. 1 (U. T. P. S.)—Increase in the registration of motor vehicles in Indiana during 1925 was led by buses, according to the annual report of the State Highway Commission, made public today. Registration of buses increased 679 per cent. over the registration in 1924.

Other motor registration increases in 1925 over the preceding year was reported by the commission as follows: Automobiles, 11.3 per cent.; trailers, 35.3 per cent. and trucks, 11.6 per cent.

The commission forecasts that the gasoline tax in Indiana during 1926 will total more than \$9,000,000, and that the total of automobile license fees will probably be increased by the new schedule. It will be noted that all of the effective January 1, 1926.

## DESTINED TO BECOME THE STANDARD OF TIRE-RIMS

Roffmann Collapsible Rim is the one outstanding development in tire-rims since the birth of the industry

### THE RIM THAT ELIMINATES THE DREAD OF TIRE CHANGING

THE sight of a man struggling with the task of removing a rim is bound to become as uncommon as the forlorn driver attired with duster and goggles grimly engaged in cranking his car.

While motor car progress has been going forward, tire-rim development has been at a standstill—except for the intensive research work and engineering skill that preceded the introduction of Roffmann Collapsible Rims to the world at large.

Roffmann Rims are Ready! They are not new, in one sense, because they have been tried and proven, used and put to every practical test. They are still new in merchandising opportunities. The market is there. The demand is tremendous.

For further details, prices, discounts, etc., write or wire

### ROFFMANN RIM CORPORATION

Erie Bldg., Cleveland, O.

Factory, Toledo, Ohio



ROFFMANN  
COLLAPSIBLE

1925

## LOW-PRICED SIX SHOWN BY STAR

### 5 Body Types Mounted On Chassis of 107. In. Wheelbase

Chicago, Jan. 30.—A show debut of considerable significance is that made by the new Star Six, a product of Durant Motors, Inc. This car, priced well under a thousand dollars, brings a new name to the field of low-priced sixes.

The public, as well as those in the trade who will either sell it or sell against it, accorded this line close scrutiny during the week of the New York show, and the Coliseum crowds are doing the same. With its many advanced features and its low price, the touring model having the lowest list for any six-cylinder car in the world, \$695, the Star Six should create considerable stir during the coming year.

On the 107-inch wheelbase chassis are mounted these body types: touring, coupster, coupe, coach and landau sedan. The engine is a 40 horse power Continental, six cylinder, L head, with a bore of 2 1/2 inches and a stroke of 4 1/4 inches.

All bodies are by Hayes-Hunt, and are finished in lacquer, ornamented by a gold band running beneath the belt line. The coach and coupe are done in light sage brush green, and the coupster in oasis green. The landau sedan is in powder blue lacquer, with black lacquer above the waistline. It has leather-covered rear quarter, nickel-landau irons and extra equipment. Selling for \$975, this model is the lowest-priced six-cylinder four-door sedan on the market.

Full force-feed lubrication and silent front end chain drive are features of the engine. Its hot-spot manifold, fuel economizer, exact camshaft timing and large valves insure easy starting and make for exceptional performance.

Exacting tests, the manufacturer states, have indicated a gasoline economy of better than twenty miles to the gallon, low oil consumption and a range in high gear of from three to sixty miles an hour.

The frame has deep side rails for strength, is braced by six cross members and kicks up over the rear axle to permit low body mounting. The transmission is anchored to a sub-frame to protect its alignment with the clutch, while three universal joints serve to relieve road strains on the driving members.

Factors making for ease of travel include a low center of gravity, rigid bodies and even weight distribution.

Decisive braking is secured by eleven-inch drums carrying brake lining two inches wide. Service brakes act externally and emergency brake internally.

Body lines from a sweeping stream effect with the hood and radiator. The bright black, water-proofed top material, matching the black enameled fenders and contrasting with the light green finish, makes a pleasing appearance. Bright touches are given by the nickel-landau irons, the cowl lights and the nickel-trimmed landau irons on the coach and coupe.

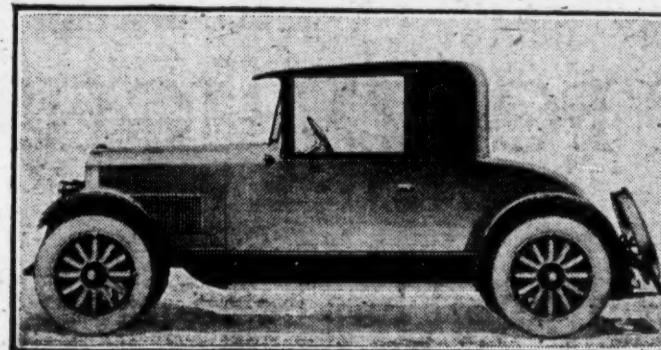
Both the coupster and the coupe are equipped with compartments in the sloping rear deck. A capacity of nineteen cubic feet gives ample room for luggage.

Upholstery of the coach and coupe is a heavy grade of gray ribbed plush, matching the sides and ceiling. The coupster is done in a gray shade of durable material. Six-inch deep cushions are provided.

A one-piece full ventilating windshield is fitted to all models and each has a cowl ventilator. The coupe and the coach have, in addition, two ventilators above the windshield to admit air when it is necessary to close the windows.

Rear view mirror, automatic windshield wiper, a dome light in

THE NEW STAR SIX COUPSTER. This is one of the five new Star Six models which are actively competing for favor in the below-the-one-thousand dollar class.



## NEW BODIES ON CLOSED DODGES

### Steel Construction and Lacquer Finishes—Lower Prices

Chicago, Jan. 30.—Dodge's spectacular price announcement, coming at show time, has served to fasten attention on the line and to bring large numbers of visitors to the booth to inspect the cars, which at their lower price level offer such outstanding value. Those who have looked over the Dodge exhibit here and at New York have seen also a number of important changes in the models.

The closed jobs are now being finished in lacquer for the first time and the bright colors and striping give a striking eye appeal. New all-steel bodies, which give the advantages of strength, lightness, compactness and high visibility, are another feature of the models. Several refinements have also been made in the engine and chassis. The models on view in the Coliseum are mostly of the A type, which signifies that they are

the coach, heavy-spoked artillery type wheels with natural finish and 4.95 balloon tires are standard equipment.

special models, distinguished from the B models by the addition of extra equipment and special features.

The bodies are lower and the doors wider in appearance. The improvement which is most apparent at first glance is the narrowing of all the pillars. Their present slenderness affords vision heretofore attainable only in an open car, yet none of the unusual strength of Dodge Brothers all-steel body has been sacrificed. The windshield is now of one-piece construction. An easily and conveniently operated cowl ventilator is provided. The windshield visor has been redesigned and is more attractive in appearance.

For the first time Dodge Brothers sedans are finished in lacquer. The turquoise striping sets off beautifully the deep luster of the deep coolie blue.

The Type A sedan is upholstered in blue gray mohair, with rear floor carpet to match. Black walnut finish instrument panel and window moldings add to the dignity of the interior. Natural finish wood wheels or disk wheels are optional. Bullet shaped headlamps are standard equipment.

The cushions of the Type B sedan are, as before, of hand buffed blue Spanish leather—insuring cleanliness and, in addition, the long life for which Dodge Brothers upholstery enjoys a worldwide reputation.

Another important feature of the Type B sedan is the fact that the rear seat back as well as the

cushion can be lifted out in a few seconds to permit use of the entire compartment whenever so needed for transporting luggage or light merchandise.

The same detachable feature in the Type A sedan makes thorough cleaning of the genuine mohair rear seat back and cushions a simple operation. In fact, any section of the trimmings in the rear of either the Type A sedan or the Type B sedan can be taken out in a few minutes as a unit or section after removal of a few screws or tacks. This simplifies the cleaning of a badly soiled section or repair of a damaged one. Floor boards and narrow strips in a very few places where needed for attaching upholstery materials are the only pieces of wood entering anywhere into the construction of the bodies.

Safety in accidents is one of the many advantages of all-steel construction. Due to the broader vision, a feeling of greater security and safety is afforded at all times.

Sales of the Peerless Motor Car Corporation increased 62 1/2 per cent. in 1925 over the sales for 1924.

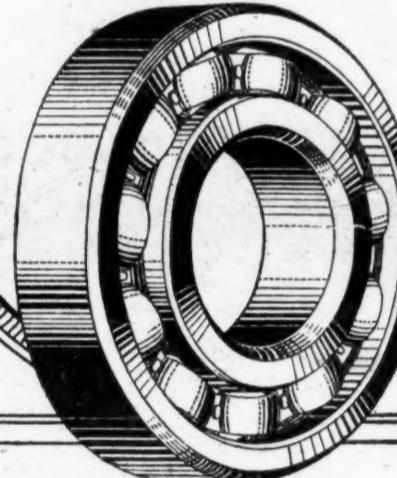
## ALLEN HEADS TACOMA AUTO DEALERS' ASSN.

Tacoma, Wash., Feb. 1 (U. T. P. S.)—Harold A. Allen, president of the Allen Motor Company, Hudson, Essex and Cadillac distributor, has been elected president of the Tacoma Automobile Dealers' Association for 1926. Mr. Allen came to this city from Detroit about ten months ago, and shortly after arriving here bought out the interests of the Sunset Motor Company and took over the Hudson-Essex line. Recently he acquired the Cadillac dealership.

### MATERIALS USED IN AUTOS

Materials used in the manufacture of General Motors cars include gold, platinum, diamonds, tungsten, graphite, iron, steel, molybdenum, cadmium, copper, brass, tin, zinc, nickel, lead, antimony, coal, clay, porcelain, cement, sand, gravel, lime, grease, oils, chemicals, cotton, wool, silk, jute rope, hair, leather, lumber, glass, enamel, duco, cellulose, paint, varnish, rubber.

## New Departure Ball Bearings



THE impressive production of one hundred thousand New Departure quality and precision ball bearings per day is largely utilized in automobiles and trucks.

New Departure Ball Bearings help reduce friction and wear, and prolong the useful life of very nearly every automobile made today.

Quality costs money—and it speaks well for automotive engineers that in so many important bearing positions they have ignored the temptation of expediency to use cheaper and less efficient types of anti-friction bearings.

The New Departure Manufacturing Company, Detroit, Bristol, Connecticut, Chicago

New Departure Can Save You 30% of Your Electric Motor Maintenance Costs. Let Us Show You.



## 300 Lbs. PRESSURE

—or about eight times the pressure of city water—means more cars turned out, more satisfied customers and more money for the car dealer, washing station, repairman and service station. That's the pressure you get with the Hardie Car Washer.

Strong driving stream for chassis or soft, velvety spray for body—by quarter turn of gun handle.

Six sizes—one gun to eight gun; adaptable to any shop—in the town of 500 or the city of millions. Dependable, simple, compact; the result of 25 years' manufacture of high pressure spray pumps. A real money-maker. At Booths 205-207 Chicago Show.

**THE HARDIE MFG. CO., HUDSON, MICH.**

Canadian Branch: Petrolia, Ontario

Western Factory: Portland, Oregon

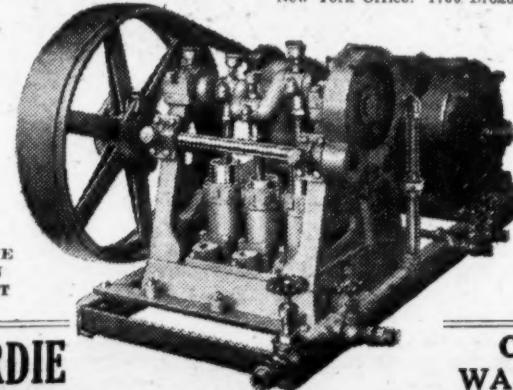
Los Angeles Branch: 222 N. Los Angeles

Street

New York Office: 1780 Broadway

HARDIE  
3-GUN  
OUTFIT

CAR  
WASHER



Rear view mirror, automatic windshield wiper, a dome light in

## IS HENRY FORD RIGHT?

The "saturation point has been passed so often in the automotive industry that the man who cries "Wolf!" is no longer listened to with the fear and respect that once greeted his efforts.

And no wonder—because the motor car hasn't even scratched the surface of its possibilities.

Henry Ford says this country will have 30,000,000 cars before anything like the saturation point is in sight.

There's one automotive market, for instance, that is new, original and unduplicated — more than 2,000,000 strong — waiting for motor car manufacturers who write the word "Sales" across the horizon of their plans for 1926.

TRUE STORY, with the largest voluntary sale in all the world, delivers that market.

**True Story**  
"The Necessary Two Million +"  
"Greatest Coverage—Lowest Cost"

# Dealer Activities

## REO DEALERSHIP IN CHICAGO REORGANIZED

Chicago, Feb. 1.—C. A. Staat of the Auburn Park Motor Sales and Service, 7813 South Halsted St., Reo dealers, has just retired from business and gone to Florida, where he has extensive real estate holdings. The company has been reorganized with W. P. Mills as president and J. T. Johnson as secretary and treasurer. Mr. Staat has retained a financial interest in the company, and is vice-president. Mr. Johnson was formerly an automobile dealer in Auburn Park. Mr. Mills was recently with the Chicago branch of the Reo Motor Car Company.

## NEW PONTIAC DEALER NAMED IN ST. PAUL

St. Paul, Minn., Feb. 1.—The H. P. Conrad Motor Car Company, 310 West 71st St., has just been added to the list of associate dealers of Oakland and Pontiac cars, now distributed by Sam J. Beck, Incorporated.

## WILLYS-KNIGHT DEALERSHIP OPENED IN GASTONIA, N. C.

Charlotte, N. C., Feb. 1.—W. Z. Plyler and G. S. Smith have just formed a partnership and opened a dealership in Gastonia for Willys-Knight automobiles which will operate under the Willys-Knight factory branch of Charlotte. Mr. Plyler has for years been engaged in the automobile repair business in Gastonia. Mr. Smith has been operating a general merchandise business at Lowell. Mr. Plyler will be general manager of then new firm, and Mr. Smith, sales manager.

## WILL SELL OAKLANDS IN FREEPORT, ILL.

Freeport, Ill., Feb. 1.—J. J. Adams, for many years proprietor of a meat market here, has just disposed of his business to enter the automotive field. He has been appointed a dealer for the Oakland car and has opened a salesroom at 22 West Exchange St.

## STAR SALES CHANGE HANDS IN DUNDEE, ILL.

Dundee, Ill., Feb. 1.—The Star dealership formerly held by Zaeske & Schubert has just been turned over to George Schroeder and Zaeske, who will establish business in the Zaeske Building on West 2d St.

## SELLS HIS INTEREST IN STUDEBAKER FIRM

Belfast, Me., Feb. 1.—E. A. Banks has just sold his interest in the Studebaker Automobile Agency, High Street to Mathew Brothers, who have taken possession. Mr. Banks will continue in the automobile accessories business.

## Fire Losses

### \$5,000 GARAGE BLAZE

Chicopee, Mass., Feb. 1.—Fire damaged the Miller Garage, rear of 86 Dwight St., and caused a loss of about \$5,000. Three machines were completely destroyed and others were badly damaged. The loss is covered by insurance.

### AUTO BUILDING DAMAGED

Hackensack, N. J., Feb. 1.—Fire damaged the Henry Building at 6-12 Banta Place to the extent of \$1,000. This building, the largest on Automobile Row, contains the homes of the Taylor Motors Company, Peerless dealer; D-C Motors, Willys-Knight and Overland dealer, and Henry Brothers, Dodge dealers.

### SERVICE STATION BLAZE

Montpelier, Vt., Feb. 1.—The service station of Peter Billado & Son, 41 Elm St., has been damaged by fire to the extent of \$2,000. The loss is covered by insurance, and establishment will reopen for business at once.

## BURTON EMPLOYES HOLD YACHT OUTING

Houston, Tex., Feb. 1.—The sales office and service employees of A. C. Burton & Co., Hudson-Essex dealer, had an outing on Mr. Burton's yacht, the Sebonac, recently. The yacht was taken down the Houston ship channel into Galveston Bay and return. This is an annual event.

## CHRYSLER DEALER OPENS STORE IN CHICAGO

Chicago, Feb. 1.—T. J. Harrigan held a grand opening of his new store at 446 Madison St., Oak Park, recently. He had an exhibition the new Chrysler. His store, in addition to the salesrooms, will be used for auto parts, accessories, and radio.

## NEW OVERLAND DEALER OPENS IN BUFFALO

Buffalo, N. Y., Feb. 1.—The Overland-Fillmore Company, representing the Buffalo Overland-Knight Company, of which Mason B. Hatch is president, has opened at 693 Fillmore Ave., in quarters formerly occupied by the Fillmore Automobile Company, now dissolved. John H. Winkler is manager of the new east side company.

## MOON FACTORY BRANCH OPENED WITH RADIO MUSIC

Memphis, Tenn., Feb. 1.—A feature of the opening of the new factory branch of the Moon Motor Car Company here was the broadcasting of an orchestra programme from radio station WMC. The musicians were called Diana's Moonbeams, a linking of the Moon and Diana cars into a catchy phrase.

## NEW VELIE DEALER AT LE SUEUR, MINN.

Minneapolis, Feb. 1.—The R. C. Smith Company of Minneapolis, Northwest distributor for Velle, has just secured a new dealer at Le Sueur, Minn., operating as Anderson & Son.

## TAKES OVER CHANDLER SALES IN HACKENSACK

Hackensack, N. J., Feb. 1.—Seward S. Van Dusen has just taken over the Chandler franchise here.

## NEW INCORPORATIONS

### ILLINOIS

Springfield, Ill., Feb. 1.—New automobile incorporations in Illinois are:

La Belle Auto Service Station, Inc., 124 East 63d St., Chicago, \$10,000; M. La Belle, Jerome Karlsberg and A. La Belle; buy, sell and deal in automobile supplies, accessories and equipment.

Lincoln Cab Company, 7022 Justine St., Chicago, \$1,000; own and operate a taxi-cab service; William Nolan, Lionel M. Lindsay and David Paxton.

Warden Truck Service, Inc., 738 North 1st St., East St. Louis, \$10,000; John W. Warden, Palmer W. Warden and Margaret B. Johnson; engage in general hauling, trucking and drayage business.

Fox Lake Garage, Inc., Fox Lake, \$15,000; own, operate and conduct a general garage, automobile repair and battery business; Thor T. Olden, A. M. Brien and Geo. Nielsen, Jr.

The Humm Company, 105 Gale St., Aurora, \$35,000; deal in fuels, petroleum products and auto accessories and supplies; R. C. Putnam, G. T. Johnson and G. A. Huebner.

Olsen-Grimmell Motor Sales Company, 2505 Milwaukee Ave., Chicago, \$5,000; buy, sell and deal in automobiles, trucks, accessories, etc.; S. W. Grimmell, William O. Olsen and Henry L. Grimmell.

Paragon Motor Car Company, 5901 West Division St., Chicago, \$50,000; J. C. Parsons, F. W. Pardie and Thomas Drever; buy, sell and deal in automobiles and motor vehicles.

Titan Oil Company, Inc., 107 Purcell St., Edwardsville, \$15,000; manufacture and deal in fuel oil, motor oil, gasoline, petroleum products, etc.; Seimar A. Bleisch and Mallory L. Burroughs.

Motor Discount Inc., Indiana corporation, 69 West Washington St., Chicago, \$15,000; John F. Reynolds, president and Samuel B. Pettengill, secretary.

The Danville Battery and Rubber Company, 630 St. Louis St., Danville, \$100,000; manufacture and deal in electric batteries, automobile tires, automobiles, etc.; C. J. Young, W. A. M. Brien and J. F. Geddes.

Pierce Service Corporation, 140 South Dearborn St., Chicago, \$10,000; Carleton M. Tower, Franklin Pierce and Porter K. Gilbert; to purchase, acquire and deal in automobile equipment and accessories, electrical and radio supplies, etc.

Chicago Auto Body and Motor Sales, 5051 South Western Ave., Chicago, \$15,000; manufacture and sell, for hire, deal in and operate automobiles and motor vehicles and supplies, accessories, etc.; John Bencik, Julia Raguly and N. L. Raguly.

Cicero Suburban Motors Corporation, 166 East Jackson Boulevard, Chicago, \$10,000; G. H. Burchill, J. N. Ham and G. Thomas; deal in and repair automobiles and motor vehicles, parts and accessories, etc.

Franklin Park Bus Company, Franklin

## RUCKSTELL SALES SUES PERFECTO GEAR CO.

New York, Feb. 1.—The Ruckstell Sales and Manufacturing Company, located at Berkeley, Cal., with executive offices in New York city, has brought suit in the United States District Court in San Francisco against the Perfecto Gear Differential Company, claiming breach of contract and unfair trade practices and asking for \$350,000 damages.

The controversy has arisen out of an alleged agreement made in 1922 by which the Ruckstell Sales and Manufacturing Company entered upon the exploitation and distribution of the "Ruckstell" axle.

The complaint charges that after the Ruckstell Company had spent over \$1,000,000 in development and missionary work throughout the United States and foreign countries, and had paid the Perfecto Company nearly a quarter of a million dollars in royalties, the Perfecto Company invaded the Ruckstell Company's field and put out a competing device under the name of planator.

## CRUCIBLE STEEL TO MOVE INTO NEW PLANT

Milwaukee, Wis., Feb. 1.—The Crucible Steel Casting Company will move into its new plant within the month, with expectations of increasing its capacity 100 per cent, according to A. C. Lange, president. There will be no interruption in production, it is planned, with two electric furnaces in constant operation at both homes during the interval of moving. President Lange declared that his company had orders booked six months ahead of present production facilities.

## ROSENBACH NAMED FOREMAN SALES MANAGER

Chicago, Feb. 1.—W. D. Foreman of Chicago, manufacturer of Triangle Brand axle shafts and piston pins, announces the appointment of David Rosenbach as general sales manager to take complete charge of the direction of sales, for their organization.

He was formerly sales manager for Dalton & Balch, Inc., Chicago, field secretary of the Automotive Equipment Association, and for many years sales manager for the manufacturers of the Rayfield car-buretor.

Ajax Corporation, 3592 Wentworth Ave., Chicago, 100 shares, no par value; Isaac S. Simmer, Schieber, Louis J. Rathenacker and Oscar E. Leighton; manufacture, buy, lease and sell metal spring covers and automobile accessories.

River Valley Oil Company, 2901 4th Ave., Moline, \$25,000; Earl G. Strupp, William G. Griffiths and Guy S. Bradford; buying and selling of gasoline, oils, kerosene, greases, petroleum products, etc.

C. B. & M. Transit Company, 147 East Hurst St., Bushnell, \$5,000; operate as a motor carrier for the transportation of persons and property; Willard Smith, Ida A. Smith, Mark A. Smith and Fred H. Clover.

Powell's Auto Service, Inc., Chicago, increased capital stock from \$10,000 to \$200,000 and changed par value of shares.

S. & F. Tire Corporation, Peoria, enlarged object and changed name to C. & S. Tire Corporation.

Gavin Oil Company, Chicago, increased stock from \$20,000 to \$50,000 and increased number of directors from three to five.

### WYOMING

Cheyenne, Wyo., Feb. 1.—The following automotive concerns have just been incorporated here:

The Cooper Motor Company, Pasin, \$15,000; George B. Cooper, R. V. Weicker and L. G. Dameron.

The Wallace-Chevrolet, Inc., Sheridan, \$50,000; A. H. Blichting, Guy W. Peeler and M. H. Wallace.

Christiansen Motor Company, Lander, \$5,100; C. Christiansen, M. E. Christiansen and Charles Streous.

### INDIANA

Indianapolis, Feb. 1.—Articles of incorporation have just been filed with the state as follows:

Mon-Ford Sales Corporation, Muncie, 500 shares no par value, to deal in automotive vehicles and tractors; W. W. Spurgeon, W. E. Hitchcock, Jr.; James L. Galbraith and Caleb L. York.

The Zanone Motor Company, New Albany, \$5,000; general garage and service station; Peter Zanone, Wilton Wells and Lewis W. Lane.

Carl H. Wallerich, Inc., Indianapolis, 2,000 shares no par value; deal in Chrysler automobiles and automobile accessories; Carl H. Wallerich, John H. Kittle and Harry L. Ware.

C. H. Wallerich Company, Indianapolis, changed name to Richwall Company.

# Personal Items

## MELOY, MAYOR, TO MOTORS

Globe, Ariz., Feb. 1 (U. T. P. S.)—D. L. Meloy, mayor of this copper mining center, has just been named wholesale representative for the Phoenix branch of the Reo Motor Car Company, and plans to resign from public office, move to Phoenix and devote all his time to his new duties.

## WETTSTONE HONORED

Chicago, Feb. 1.—The Packard-Chicago dealer organization gave a surprise party and banquet in honor of Karl C. Wetstone, wholesale manager of the Packard Motor Car Company of Chicago, 2357 South Michigan Ave., recently. More than fifty dealers from points throughout Illinois, Indiana, Michigan, Iowa, and Wisconsin attended.

## DODGE GETS PROMOTION

Chicago, Feb. 1.—Pope Dodge, formerly used car manager of the Chicago Motor Car Company, Jordan dealer, has just been made sales manager of the firm.

## SCHNORR MADE MANAGER

St. Paul, Minn., Feb. 1.—Karl H. Schnorr has just become manager of the St. Paul retail sales division, Studebaker Corporation of America, which recently acquired the local Studebaker Sales Company, Inc.

## NESBITT IN CHARGE

Tucson, Arizona, Feb. 1 (U. T. P. S.)—Gene Nesbit has just been placed in charge of the used car department of the Rollings-Brown Motor Company, Hudson and Essex distributor in Pima county, with headquarters at Tucson.

## CRUSE MADE MANAGER

Fort Wayne, Ind., Feb. 1.—Harold Cruse has just been appointed wholesale manager for the Moss-Roberts Motor Company, Hupmobile representative and accessory dealer.

## CULBERT APPOINTED

Seattle, Wash., Feb. 1.—Thomas Culbert, with fourteen years of automobile selling experience behind him, most of it in the used car field, has just been appointed used car manager of the Cascade Automobile Company, Marion dealer here.

## MARKLE ENDS VACATION

Chicago, Feb. 1.—Lafayette Markle, president of L. Markle Company, 2309 South Michigan Ave., Rickenbacker distributor, has just returned from a month's vacation in Florida.

## IMPROVEMENTS

### NEW OVERLAND HOME

Baton Rouge, La., Feb. 1.—The McConnell Motor Company, Willys-Knight and Overland dealer, will shortly be housed in a new home at the corner of Jackson Road and Gayoso Street, with frontage of 100 feet on Jackson Road extending through the block 264 feet and with an equal frontage on Gaines Street. The building will cost \$30,000.

### DUNN MOTORS MOVES

Seattle, Wash., Feb. 1.—Dunn Motors has just moved into its new home at 501 to 509 East Pike St. The company is dealer for Willys-Knight and Overland cars. The new building is two stories high and has about 20,000 square feet of floor space.

### RUSHING \$50,000 HOME

Fargo, N. D., Feb. 1.—Construction work is progressing rapidly on a \$50,000 garage which is being erected for the Eby Motor Company, Oldsmobile dealer. The building is expected to be ready for occupancy by April 1.

### BUILDING REMODELED

Chicago, Feb. 1.—The James Levy Motor Company, 2257 South Michigan Ave., Buick dealer, has just had the front of its building remodeled.

## GANEY AND CURRY NAMED

Chicago, Feb. 1.—Dan R. Ganey has just been appointed sales manager and Donald Curry used car manager for the Triangle Motors Inc., 2229 South Michigan Ave.

## STRUBLE DIRECTS SALES

Phoenix, Ariz., Feb. 1 (U. T. P. S.)—A. L. Struble, for eleven years with the Republic Truck Company until his recent removal to Phoenix, has just been named office and sales manager of Ed Rudolph, local Ford, Fordson and Lincoln dealers.

## WRIGHT JOINS FORD

Rockford, Ill., Feb. 1.—Clarance E. Wright, sales manager of the Emerson-Brantingham Company, manufacturers of tractors and farm implements, resigned this week to join the Chicago branch of the Ford Motor Company in an executive sales capacity.

## MENTZER SALES MANAGER

Denver, Col., Feb. 1 (U. T. P. S.)—The South Denver Motors Company, Willys-Overland dealer, has just appointed Cecil Mentzer to the position of sales manager.

## SIMCUSKY TO FLORIDA

Webster, Mass., Feb. 1.—Joseph V. Simcusky, proprietor of the Joslin House Garage and dealer in Buick cars in this district, has just left for Florida, where he will pass the remainder of the winter. He is financially interested in real estate developments in the South.

## LORD GETS HONOR

Los Angeles, Feb. 1.—At a recent election of the Merchants and Manufacturers' Association of this city, Harry A. Lord, of the Lord Motor Company, was elected a director of the organization.

## MARTY ON VACATION

Cedar Rapids, Ia., Feb. 1.—Fred Marty, of the Cedar Valley Nash Company, is on a vacation trip with his family to Monticello, Wis.

## SANDERS & TIFFANY

Chicago, Feb. 1.—Charles Sanders, retail sales manager of the Cadillac Motor Car Company, Chicago branch, 2301 South Michigan Ave., has just been promoted to the position of sales manager of the branch. He succeeds R. G. Tiffany, who has been made general manager.

## PAIGE MADE MANAGER

Oakland, Cal., Feb. 1.—E. D. Paige has just been appointed used car sales manager

## IMPROVEMENT IN BODIES IS SEEN

### Roadster Appears to Be Returning to Public Favor

(Continued from Page 3)

supporting pillars, which do not interfere with vision to so great an extent.

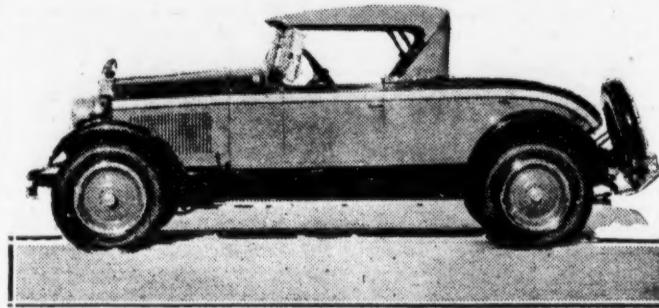
In the case of Diana, a type of body construction is now used which is said to be a compromise between all-steel and the conventional wood-frame body. It is called a composition steel body, and while it has more wood than all-steel bodies, it has, in the main, the advantages of steel construction with a little added bulk from the wood.

The coach type body has come into universal acceptance and occupies a place in practically every manufacturer's line, even up in the high priced field, where we see it in the Cadillac and Pierce-Arrow line-ups. Since its inception as a sort of price makeshift, it has been improved to a point where today it is a sturdy, reliable body, capable of giving excellent service.

Instead of lightweight, flimsy doors and tops, the doors are now larger, heavier, and better mounted, the cross-bracing is stronger and the roofs, while of the soft type, are only soft to eliminate drumming, and are just as strong as the former rigid type.

Body appearance has also been markedly changed by the unanimous use of lacquer finishes. Black cars have almost disappeared, and in their stead we have

**ATTRACTIVE PEERLESS MODEL.** This model Six-80 roadster is being shown for the first time at the Chicago Automobile Show this week.



colors of all hues and shades, and usually combinations of colors on each car. Belt lines, which are generally used, add further to the looks of the stock models.

Radiator shells and head lamps have been brightened by extensive use of nickel plating. Distinctive radiator ornaments have also come in and added further to the slicking up of the front ends of the cars. The fluted hood on the Chrysler 80, the embossed arrowhead design on the Diana and the horizontal louvers on the Stutz are other minor touches calculated to give new appearance touches.

Front pillars on nearly all cars, whether of all-steel or wood frame body construction, have been made narrower in the interest of better vision. Some of the former cars had pillars four inches in width; these have now been generally reduced to two or two and one-half inches.

Windshields have been improved by a widespread adoption of shatterproof glass. Several slanting windshields are

seen, as on the custom Cadillacs and the new Velle sedan. The one-piece shield, opening vertically, which was developed by Fisher, is used on a great many cars.

Body hardware has come in for attention and has been improved in appearance and utility. Panelling in highly-polished hard woods is seen on a number of higher-priced models.

Interior equipment has been made more complete. There is extensive use of cigar lighters, smoking sets, and vanity cases. Windshield wipers, gasoline gauges on the dash, and the grouping of the dash instruments under glass are found on many closed models.

Upholsteries seem to be richer, and are done in colors to match the exterior finish of the cars. Practically all closed models have sun visors, usually integral with the top.

In the sport field the roadster is a greater tendency towards a custom effect. A wide choice of fin-

ishes, upholsteries and equipment is offered the purchaser.

Trunk racks and trunks are not so much in evidence as in past years, but the landau rear quarter with decorative irons has gained favor. This embellishment has been adopted by many of the big-production makers to dress up sedans and coaches.

In the sport field the roadster is pre-eminent. These are now generally made with a seat for two in the rear deck. On many the tops can be entirely removed, and on others, the rear glass is taken out to permit communication with the passengers in the folding seat.

A combination of the roadster and coupe is seen this year in a hybrid vehicle which has glass side windows, and also a folding top. Kissel is showing a good example of this type. While not brand new, there is also the Star coupe, which, with a permanent top and shade curtains, combines some of the features of a roadster and coupe.

An interesting sport coupe is being shown by Franklin. This is so low in height that the average man can look over the top without difficulty. The height has been saved by a low seating arrangement.

In the sport field, the most distinctive car at the show is the Rickenbacker Super-sport. The body is intensively stream-lined, coming out to a long point in the rear. It is of the closed type, with divided seats in front and a narrow cross seat in the rear. It is low and narrow, and is designed to cut through the air like a knife. Fully ten miles an hour have been added to its speed by the body design, so that it is capable of doing better than ninety miles an hour.

## Ford Leads in Arizona Sales

**TUCSON, ARIZ.**, Feb. 1 (U. T. P. S.)—Ford automobiles led all other makes of cars in Arizona in the number of registrations during 1925, according to a compilation just made.

In the commercial classification, Ford trucks scored 39 per cent., or 454 machines out of a state total of 1,171. Ford delivery autos showed 118 registrations, or 10 per cent., bringing the Ford commercial car figure to 49 per cent. of Arizona's total registrations.

In the passenger car field, Ford had a percentage of 28, with 2,765 machines registered, out of a total of 9,881.

Following are a few of the other Arizona leaders:

Passenger cars: Chevrolet, 1,570, or 16 per cent.; Dodge, 788, or 7.87 per cent.; Studebaker, 672, or 6.8 per cent.; Star, 665, or 6.73 per cent.; and Buick, 622, or 6.3 per cent.

## 3,000 MILES OF GOOD ROAD IN QUEBEC

Approximately 400,000 motor vehicles passed over the provincial roads in 1925, according to figures issued by the Department of Roads. The Province of Quebec now has a network of highways totaling over 3,000 miles, of which 2,700 miles have been completed and are in excellent order. There are forty-four roads connecting all the principal centers of the province, and of these main arteries ten connect this province with the United States, four of them lead into the Province of Ontario, and two into the Maritimes.

## CURRENT PRICES OF PASSENGER CAR MODELS

### AJAX—8-cyl. 108 W. B.

4 Touring \$865/5 Sedan 1,995

### AUBURN—4-cyl. 120 W. B.

4 Roadster \$1,145/5 Coupe 1,175

5 Touring 1,145/5 Sedan 1,195

### AUBURN—6-cyl. Model 66. 120 W. B.

4 Touring \$1,395/5 Coupe 1,445

4 Roadster 1,395/5 Brougham 1,495

5 W. Sedan 1,745/5 Sedan 1,695

### AUBURN—8-cyl. 129 W. B.

4 Roadster \$1,695/5 Sedan 1,895

5 Touring 1,695/5 Sedan 2,045

5 Brougham 1,795/5 Sedan 2,095

3 Coupe 1,745/5 Sedan 1,495

### BUICK—6-cyl. Standard Six. 114% W. B.

3 Touring \$1,150/5 Coach 1,195

2 Roadster 1,125/5 Sedan 1,295

4 Coupe 1,275/2 Coupe 1,495

### BUICK—6-cyl. Master 6. 120 W. B.

2 Roadster \$1,250/5 Coach 1,395

5 Touring 1,295/5 Sedan 1,495

### BUICK—6-cyl. 128 W. B.

3 Roadster \$1,495/7 Sedan 1,995

5 Touring 1,525/5 Brougham 1,925

4 Coupe 1,795/5 Sedan 2,295

### CADILLAC—Standard. 132 W. B.

5 Brougham \$2,995/5 Sedan 3,195

5 Touring 3,250/5 Sedan 3,295

5 Coupe 4,000/2 Roadster (132 W.B.) 3,250

5 Sedan 4,150

### CASE—Model J. C. 122 W. B.

5 Touring \$1,885/5 Sedan 2,580

5 Sport 2,160/5 Brougham 2,590

### CASE—Model V. 132 W. B.

7 Touring \$2,255/7 Sedan 2,975

### CHANDLER—123 W. B.

5 Touring \$1,545/4 Roadster 1,785

7 Touring 1,645/5 Sedan 1,895

5 Brougham 1,685/7 Sedan 1,995

### CHEVROLET—Superior. 103 W. B.

2 Roadster \$510/5 Coach 1,645

5 Touring 510/5 Sedan 735

2 Coupe 645/5 Landau 765

### CHRYSLER—6 cyl. 80. 120 W. B.

5 Touring \$2,645/5 Sedan 3,295

4 Roadster 2,645/7 Sedan 3,695

4 Coupe 3,195/7 Sedan Lim. 3,695

### CHRYSLER—6-cyl. 112% W. B.

5 Touring \$1,395/5 Sedan 1,695

4 Coach 1,445/4 Brougham 1,865

4 Roadster 1,625/4 Royal Coupe 1,795

### CHRYSLER—4-cyl. 109 W. B.

5 Touring \$845/5 Coach 935

3 Coupe 855/5 Sedan 995

3 Spec. Road. 890

### CLEVELAND—6 cyl. 108% W. B.

5 Touring \$1,025/3 Coupe 1,035

5 Touring 945/5 Sedan 1,090

### CLEVELAND—6-cyl. 115 W. B.

5 Touring \$1,145/5 Sedan 1,345

5 Sport 1,295/5 Sport Sedan 1,625

3 Coupe 1,225/5 Sedan D. L. 1,595

### CUNNINGHAM—6-cyl. 132 W. B.

5 Touring \$165/2 Sport 3,400

3 Roadster 1,650/2 Coupe 2,760

### CUNNINGHAM—6-cyl. 142 W. B.

5 Touring \$6,650/5 Cabriolet 8,100

5 Touring 6,650/7 Town Car 8,100

5 Limousine 8,100

### DAGMAR—6 cyl. 60. 120 W. B.

4 Roadster \$1,985/5 Sedan 2,445

4 Victoria 1,985/4 Petite Sed. 2,900

### DAVIS—6-cyl. Model 93. 109 W. B.

3 Coupe \$1,285/5 Touring 1,285

### DAVIS—6-cyl. Model 92. 115 W. B.

5 Phaeton \$1,395/5 Sedan \$1,595

4 Touring 1,495/5 Imp. Sedan 1,795

4 Roadster 1,495/5 Berline 1,795

### DIANA—8-cyl. 125% W. B.

5 Phaeton \$1,695/5 Cabriolet 1,995

2 Roadster 1,695/5 De L. Sedan 1,995

5 Sedan 1,795/5 Sedan 1,695

### DODGE BROS.—4-cyl. 116 W. B.

5 Touring \$795/5 Spec. Cpe. 895

5 Spec. Touring 845/5 Sedan B. 895

2 Roadster 795/5 Spec. Sed. B. 945

2 Spec. R'dster 845/5 Sedan A. 1,075

### DURANT—4-cyl. 109 W. B.

5 Touring \$810/5 Sedan 1,150

4 Coupe 1,090

### ELCAR—4-cyl. 116 W. B.

5 Touring \$1,095/5 Coach 1,195

5 Sedan 1,395/4 Roadster 1,295

3 Coupe 1,295

### ELCAR—6-cyl. 116 W. B.

5 Touring \$1,295/5 Coach 1,395

5 Sedan 1,495

### ELCAR—8-cyl. 127 W. B.

5 Touring \$1,495/5 Coach 1,595

5 Sedan 1,695

### ELCAR—8-cyl. 127% W. B.

5 Touring \$1,695/5 Coach 1,795

5 Sedan 1,895

### ELCAR—8-cyl. 132 W. B.

5 Touring \$1,895/5 Coach 1,995

5 Sedan 2,095

### ELCAR—8-cyl. 137 W. B.

5 Phaeton \$1,785/5 Bro. Sedan 2,425

7 Touring 1,885/5 Victoria 2,455

4 Tourster 1,985/5 Enc. Speed. 2,585

2 Speedster 2,085/5 Enc. Speed. 2,685

4 Speedster 2,185/5 Sedan 3,085

3 Tourster 1,795/5 Sedan 2,185

### KISSEL—6-cyl. De Luxe Model 55.

121 W. B.

5 Phaeton \$1,685/5 Sedan 2,425

# Financial News of the Automotive Industry

## GOODRICH'S SALES FOR 1925 AMOUNT TO \$136,000,000

Net Profits for Last Year About \$16,700,000; Position Strong

NEW YORK, Feb. 1.—The preliminary report of the B. F. Goodrich Company indicates that 1925 was the best year since 1919, net profits having amounted to \$16,700,000 after ample depreciation on properties, interest on borrowed money and \$2,350,000 for Federal taxes.

From these profits the company has set aside a reserve of \$4,000,000 for contingencies, in addition to the \$1,000,000 set aside in the preceding year for the same purpose.

After these deductions and allowing for \$2,300,000 preferred dividend payments, there remains \$10,400,000, or over \$17 a share earned on the 601,400 shares of common stock. This compares with actual earnings in 1924, before Federal taxes, of \$10.27 a share and \$23.60 in 1919.

During the year Goodrich retired 11,880 shares of preferred stock under the sinking fund provisions covering the issue. To provide additional working capital to meet the increased cost of crude rubber, early this month Goodrich issued \$15,000,000 5 per cent, serial notes, maturing in three installments, \$5,000,000 in January, 1927; \$5,000,000 in January, 1928, and \$5,000,000 in January, 1929.

At the close of last year current assets approximated \$67,742,000 and current liabilities \$19,390,000, leaving net working capital of \$48,352,000. This compared with current assets of \$43,986,815 and current liabilities of \$3,412,856 and net working capital of \$40,573,459 at the end of 1924.

B. F. Goodrich Company sales in 1925 totaled \$136,000,000, against \$109,817,685 in the previous year. There was a marked increase in the sales of both tires and footwear during the year. At some periods of the year demand for the company's winter footwear exceeded the supply. Indications are that orders now on hand for the well-known "zipper," the company's popular article, will exhaust the supply on hand before spring, when manufacture of the article for 1927 will start, probably on a larger scale.

## Automotive Industry Expanding in Canada

Montreal, Feb. 1.—The Royal Bank of Canada, in its monthly commercial letter to clients, points out that "the automotive industry continues to expand. The production figures of cars and trucks in Canada for the ten months ended October, 1925, exceeded by 8,357 the total production of 132,580 for the entire year 1924."

## Average Steel Price Is Lower

New York, Feb. 1.—A decline of about 5 cents a pound in tank plates caused a drop of 14 cents last week in the Dow, Jones & Co. average of eight important iron and steel products. The average is now \$51.38 a gross ton, f. o. b. Pittsburgh, against \$51.52 a week ago. The present level is \$2.58 lower than the 1925 high of \$53.96 and 54 cents higher than the 1925 low of \$50.84. The average of thirteen pre-war years was \$37.11. Following is a comparison of last week's prices with those of the week before, the 1925 high and low and the pre-war average:

	Wire	Tin	Bil-	Pig	Aver-
	Bars	Plates	Iron	Iron	
Jan. 28, 1926	45 40.32 59.36	42.56 44.80	123.20	25.00 22.76	51.38
Jan. 21, 1926	42 41.44 59.36	42.56 44.80	123.20	25.00 22.76	51.52
Feb. 13, 1925	43 44.80 63.84	47.04 47.04	123.20	28.00 24.74	53.96
Sept. 12, 1925	43 40.32 59.36	42.56 42.56	123.20	25.00 20.76	50.84
12-yr. avg. '01 to '13	28 34.18 41.56	34.54 33.31	82.58	25.51 17.50	37.11

## RANGE OF AUTOMOTIVE STOCKS

NEW YORK STOCK EXCHANGE

Previous, 1926	High	Low	Div.	Advance Rumely	Rumely	Sales	High	Low	Close	Net
18 1/2	16	14	...	Advance Rumely	Rumely	11,300	18 1/2	16	18 1/2	+ 2 1/2
62 1/2	55 1/2	3	...	Advance Rumely	Rumely	9,600	63 1/2	63	+ 7 1/2	
11 1/2	9	8	...	Ajax Rubber		12,500	11	10 1/2	10 1/2	+ 1/2
94 1/2	90	6	...	Allis-Chalmers	x d.	3,900	92 1/2	90	91 1/2	+ 1 1/2
34 1/2	28	14	...	Am. Bosch Magneto		7,500	30 1/2	28	30 1/2	+ 1 1/2
15 1/2	13 1/2	1	...	Am.-La France		7,100	13 1/2	13 1/2	13 1/2	+ 1/2
37 1/2	33 1/2	3	...	Briggs Mfg. Co.		6,400	34 1/2	32 1/2	34 1/2	+ 1/2
45	45 1/2	3	...	Chandler Motors		3,800	47 1/2	45 1/2	45 1/2	+ 1/2
48	46 1/2	4	...	Chicago Yellow Cab		4,600	48	46 1/2	48	+ 1/2
104 1/2	105 1/2	8	...	Crysler Corp.		65,400	50 1/2	46 1/2	49 1/2	+ 1/2
13	11 1/2	.80	...	Continental Motors		1,200	106	105 1/2	106	...
47 1/2	41 1/2	...	Deuce Bros.		20,100	12 1/2	11 1/2	12 1/2		
84 1/2	85	7	...	Dodge Bros.		56,500	44 1/2	42 1/2	47 1/2	+ 1/2
20 1/2	26 1/2	2	...	Eaton Axle & Spring		5,400	86	85 1/2	85 1/2	+ 1/2
80	76 1/2	...	Electric Auto-Lite		28,000	30 1/2	26 1/2	30	+ 2 1/2	
75 1/2	73	...	Electric Star Battery		7,600	80	76 1/2	80		
3 1/2	2 1/2	...	Emerson-Brant		4,900	75 1/2	74	75 1/2	+ 1/2	
105 1/2	105 1/2	5	...	Emerson-Brant	pf.	3,400	3 1/2	2 1/2	3 1/2	+ 1/2
24 1/2	18 1/2	...	Fisher Body		5,700	24	20	23 1/2	+ 1/2	
105 1/2	93 1/2	5	...	Fisk Rubber		14,200	99 1/2	98	99 1/2	+ 1/2
26 1/2	23	...	Fisk Rubber 1st pf.		29,500	25 1/2	25	25	+ 1/2	
115 1/2	111 1/2	7	...	Gabriel Snubber A		2,200	113 1/2	112	112	+ 1/2
9 1/2	8	...	Gardner Motor		6,900	39 1/2	39	39 1/2	+ 1/2	
127 1/2	115 1/2	12	...	General Motors		383,400	127 1/2	117 1/2	126 1/2	+ 1/2
99 1/2	94 1/2	6	...	General Motors	pf.	100	99 1/2	99 1/2	99 1/2	+ 1/2
115 1/2	113 1/2	7	...	General Motors	deb.	2,100	115	113 1/2	113 1/2	+ 1/2
100	98 1/2	6	...	Goodrich Co.		100	98 1/2	98 1/2	98 1/2	+ 1/2
67 1/2	60 1/2	4	...	Goodrich Co. pf.		48,200	67 1/2	61 1/2	67 1/2	+ 1/2
9	9 1/2	7	...	Goodyear T. & R. pf.		500	98	96 1/2	98	+ 1/2
105 1/2	103 1/2	7	...	Goodyear T. & R. pf.	pf.	2,300	105 1/2	103 1/2	104 1/2	+ 1/2
16	15 1/2	5	...	Hayden Motor Car.		4,100	44 1/2	42 1/2	44 1/2	+ 1/2
123 1/2	116 1/2	3	...	Hudson Motor Car.		254,100	114	108	108	+ 1/2
28 1/2	24 1/2	1	...	Hupmobile		11,200	26 1/2	24 1/2	26 1/2	+ 1/2
23 1/2	18	50	...	Indian Motorcycle		2,600	23 1/2	20	23 1/2	+ 1/2
60 1/2	56 1/2	3	...	Jordan Motors		140,600	60 1/2	52 1/2	59 1/2	+ 1/2
19 1/2	17	...	Kelly-Springfield		24,800	19 1/2	17	18 1/2	+ 1/2	
72	68 1/2	...	Kelly-Springfield 8s pf.		300	69 1/2	69	69 1/2	+ 1/2	
119	108	6	...	Kelsey Wheel		1,900	116	109	115	+ 1/2
2 1/2	1 1/2	...	Keystone T. & R.		1,600	2	1 1/2	2		
14	12 1/2	...	Lee Rubber & Tire		900	12 1/2	12 1/2	12 1/2	+ 1/2	
159	135 1/2	6	...	Mack Trucks		16,400	141 1/2	135 1/2	140 1/2	+ 1/2
111 1/2	109 1/2	7	...	Mack Trucks 1st pf.		200	110 1/2	110 1/2	110 1/2	+ 1/2
106 1/2	104 1/2	7	...	Mack Trucks 2d pf.		300	106 1/2	106 1/2	106 1/2	+ 1/2
37 1/2	31 1/2	3	...	Moon Motors		9,700	35	32 1/2	34	+ 1/2
44 1/2	30	3.60	...	Motometer A		5,100	41 1/2	40 1/2	41 1/2	+ 1/2
33 1/2	30 1/2	2.30	...	Motor Wheel Corp.		1,500	32 1/2	31	32	+ 1/2
90	88	8	...	Mullins Body		3,500	19 1/2	16 1/2	19 1/2	+ 1/2
15 1/2	10 1/2	...	Murray Body		200	80	88	88		
547	460	17	...	Nash Motors		42,900	15 1/2	13	15 1/2	+ 1/2
43 1/2	38	2	...	Packard Motor Car.		1,000	53 1/2	52 1/2	53 1/2	+ 1/2
28 1/2	24 1/2	1.80	...	Pierce-Detroit Motor		14,000	40 1/2	38 1/2	40 1/2	+ 1/2
47 1/2	35 1/2	...	Pierce-Arrow		7,600	26	24 1/2	25 1/2	+ 1/2	
108 1/2	95 1/2	9	...	Pierce-Arrow pf.		56,600	35 1/2	36 1/2	35 1/2	+ 1/2
92 1/2	82 1/2	6	...	Priest-Warren Speed		1,200	9 1/2	9 1/2	9 1/2	
77 1/2	72 1/2	6	...	Stromberg Carburetor		14,900	86	82 1/2	84 1/2	+ 2
59 1/2	55 1/2	6	...	Studebaker Co.		400	74 1/2	72 1/2	74 1/2	+ 1/2
88 1/2	78 1/2	...	U. S. Rubber		42,300	59	56 1/2	58 1/2	+ 1/2	
109 1/2	106 1/2	8	...	U. S. Rubber 1st pf.		91,500	87 1/2	83 1/2	85 1/2	+ 2 1/2
86 1/2	78 1/2	4	...	White Motors		700	107 1/2	106 1/2	107 1/2	+ 1/2
34	28 1/2	...	Willys-Overland		16,600	82 1/2	79 1/2	80 1/2	+ 2 1/2	
96 1/2	91 1/2	7	...	Willys-Overland pf.		82,200	31 1/2	28 1/2	30 1/2	+ 1 1/2

Dependable Power for Every Purpose



## The Red Seal Era!

Certain definite influences have marked the progress of every step in the improvement of this country's transportation systems.

The first steam engine of Watts, the experimental auto of Elwood Haynes and the building of the first Continental motor at the birth of the automotive industry, were all due to those compelling influences which speed up effort.

With each successive step in the perfection of the present day masterpieces of transportation, Continental has kept abreast of the industry. During this entire period of development Continental leadership has remained unquestioned, its success being reflected in every field where gasoline power is employed.

Because of the many signal achievements in internal combustion engine design and performance this is truly the Red Seal Era—an era which has

marked the Red Seal as the symbol of supremacy in motor manufacture and a fitting tribute to the efforts of specialists who have concentrated upon one line of endeavor for twenty-five years.

Today Red Seal Motors are used in every country of the civilized world, blazing new paths to greater motor efficiency and building up greater prestige through economical operation.

Standing out in bold relief among the Red Seal accomplishments is a solid background of unlimited resources and sound manufacturing policies—the buyer's assurance of a successful past and a permanent future.

Dependable power for every purpose is a Red Seal actuality and a proven fact, not only for today but in the years to come—the best possible guarantee of perfect power plant performance.

CONTINENTAL MOTORS CORPORATION  
Offices: Detroit, Mich., U.S.A. Factories: Detroit and Muskegon  
The Largest Exclusive Motor Manufacturer in the World

# Continental Motors